

QUICK BRANDING GUIDE: SANAC CSF

Note: as we've developed this in short space of time based on an existing logotype design, there hasn't been time to develop a full corporate identity. Please use this quick reference guide for immediate applications. If in doubt, ask first rather :)

Main colours (simply labelled for ease of reference)

CSF Red

C:10 M:100 Y:100 B:3
R:212 G:52 B:56

Grey

C:0 M:0 Y:0 B:80
R:96 G:96 B:98

Dark Red

C:15 M:100 Y:100 B:5
R:199 G:53 B:56

Secondary colours (if required, where Primary colours are insufficient, such as in MS Word)

Red

C:0 M:100 Y:100 B:0
R:237 G:50 B:55

Primary Working/Web Typeface: Roboto

Variations: Condensed, Bold, Italics, standard
(web safe font widely available and usable)

Alternative Text Typeface: Fira Sans

Variations: Condensed, Bold, Italics, standard
(web safe font widely available and usable)

Main Corp ID Typeface: Myriad Pro

This is to be used for Main CI Name/Titles
(licensed font not for web use; only converted to curves)



The CSF logo, as displayed, must always be used in all official capacities. It may be reversed as solid white on a CSF red/red/dark red background.

The logo may NOT be broken apart, with the exception of using the title on it's own.



The CSF Logo can be reversed per this example, flattened with the background colour (in the ribbon with white outline)



The SANAC CSF Title can be used independently or with the logotype per this example - either as CSF Red/Red or white reverse

Newsletter

Main Headlines can employ the CI font Myriad Pro for stand-alone usage, but not as standard text headline or body font