

The Stamp

The Primary logo is the SUPERBLYCO Stamp; the Blue on White Background is the preferred default colour.

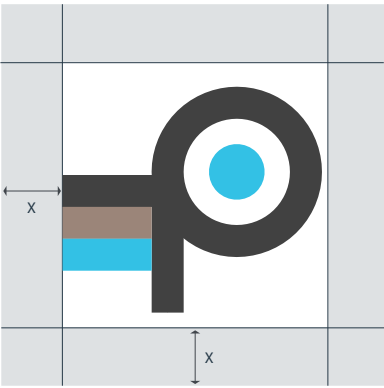


Clear Space

Clear Space is a padded area, defined by X, surrounding the logo that should be kept free of any intruding elements.

This Clear Space ensures the logo is given a chance to represent the brand without distractions.

The area defined by X is a guide; no magic formula is used.



Combination Portrait

The Secondary logo is the SUPERBLYCO Combination Portrait Logo; Blue on White Background is the preferred default colour.



Applying Clear Space

To apply Clear Space to the other logo lock-up's, a good rule of thumb is: 1.5x the Cap Height (height of uppercase letter).

The Clear Space can be increased, or carefully decreased if needed, on a case-by-case basis.

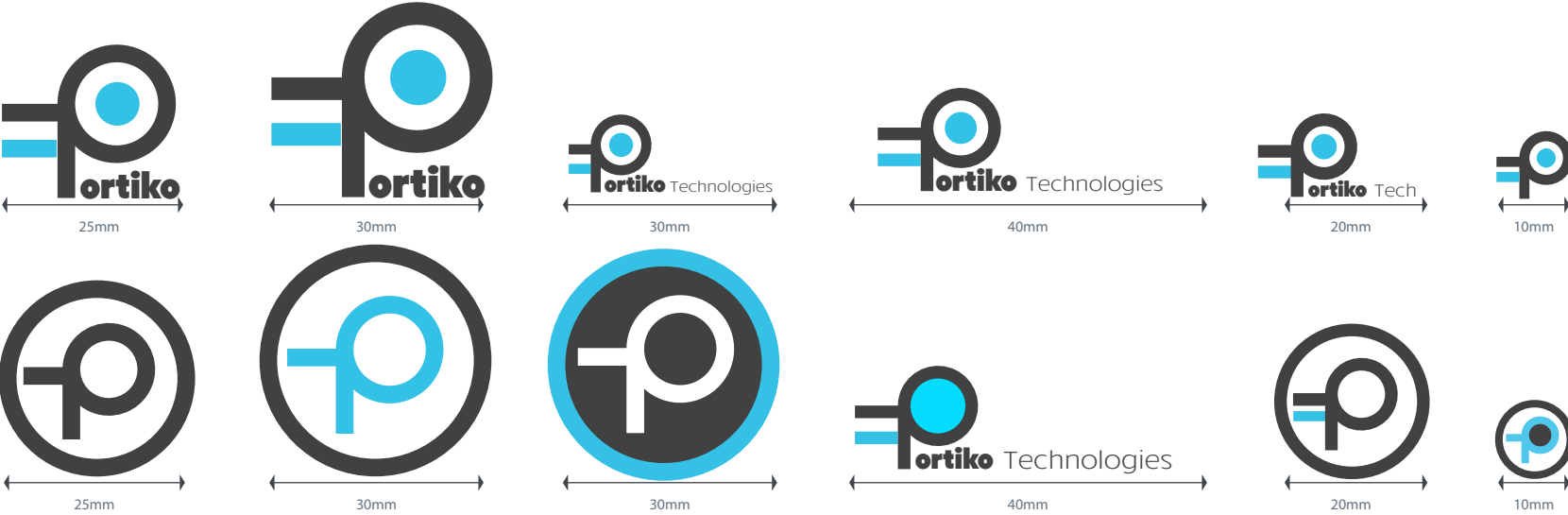
If unsure, then ask your logo designer for advice.



Minimum Size & Positive Lock-up's

The Minimum size is to prevent aspects of the logo from becoming too small to read clearly.

In these examples, the tag-line becomes the smallest common denomintaor.

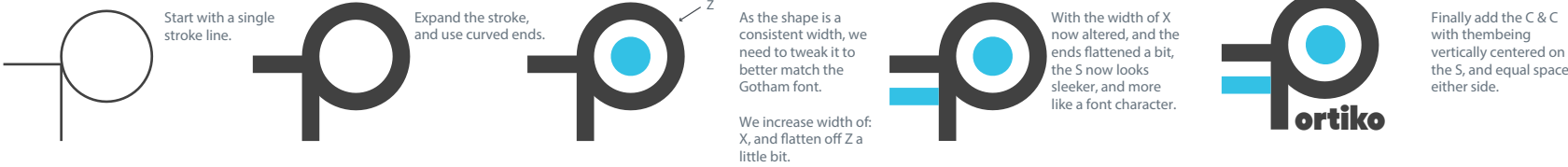


Minimum Size & Negative Lock-up's

If a more solid & striking look is needed, then use the Negative SUPERBLYCO logos; White on Blue background, as examples:

The S Monogram

The SUPERBLYCO S Monogram has been created as a standalone character; styled to match the shape and contours of Gotham. The S can be used on it's own, but only as a supporting brand asset.



Typeface & Font Usage

The font used for both SUPERBLYCO and ABOVE + BEYOND, is Gotham Medium.

For all other uses, any Gotham font weight/style can be used.

Gotham Typeface Family

Gotham Medium, Gotham Medium Italic
Gotham Bold, Gotham Bold Italic
Gotham Black, Gotham Black Italic

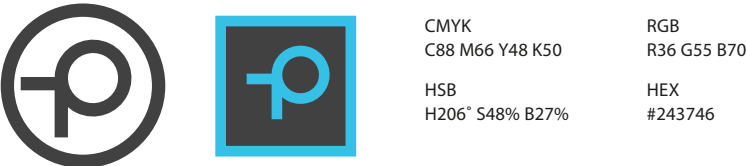
Sweet Sans Pro Regular, Sweet Sans Pro
Gotham Light, Gotham Light Italic
Gotham Book, Gotham Book Italic

Brand Colours

There's only 2 Brand Colours of note: White & Dark Blue / Pantone 7546 C.

Black is only used for Black & White applications of the logo, also called Monomarks.

Pantone 7546 C



Monomark - Negative



Monomark - Positive



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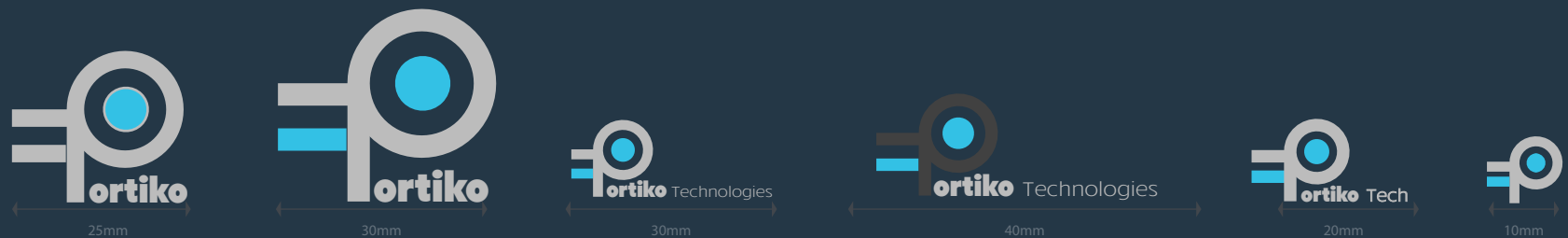
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Minimum Size & Positive Lock-up's

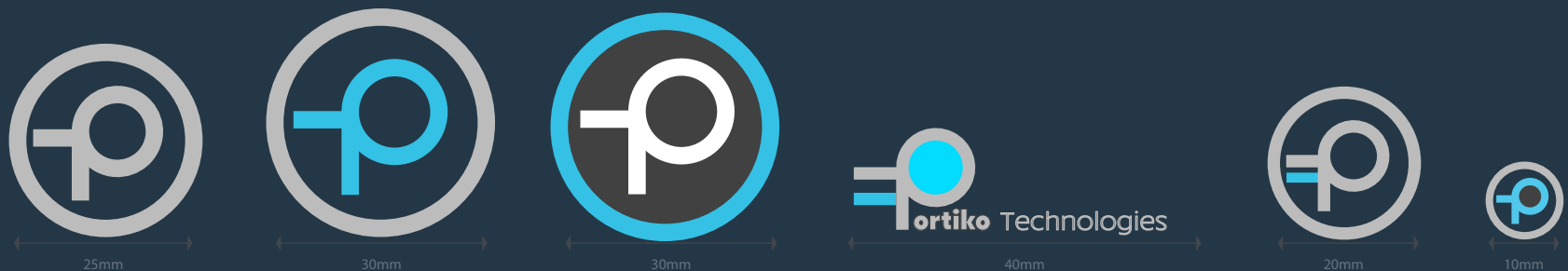
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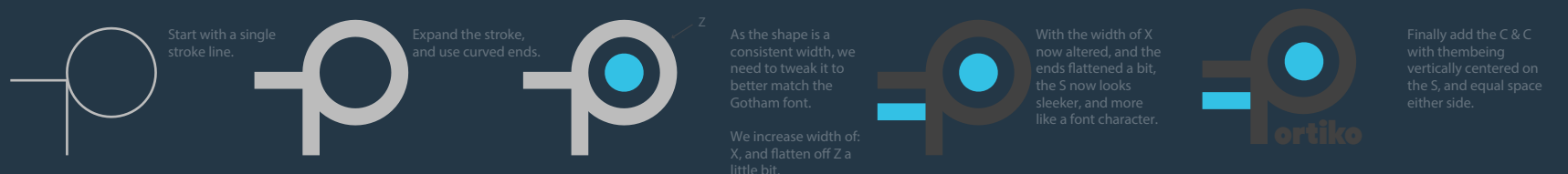
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The S Monogram

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Typeface & Font Usage

The font used for both **SUPERLYCO** and **ABOVE + BEYOND**, is **Gotham Medium**.

For all other uses, any **Gotham** font weight/style can be used.

Gotham Bold, Gotham Bold Italic
Gotham Black, Gotham Black Italic

Sweet Sans Pro Regular, Sweet Sans Pro
Gotham Light, Gotham Light Italic
Gotham Book, Gotham Book Italic

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Pantone 7546 C



CMYK
C88 M66 Y48 K50
HSB
H206° S48% B27%

RGB
R36 G55 B70
HEX
#243746

Monomark - Negative



Monomark - Positive





