Welcome

This logo standards guide provides
detailed guidelines for using the
Scenarios Network For Alaska & Arctic
Planning logo. Correct application
of these standards will ensure a
professional result and consistent
display of the SNAP image.

This guide can be found online,
www.Logos.KinesisDesign.com/SNAP

The SNAP Symbol

The SNAP Typography

Scenarios Network
FOR ALASKA & ARCTIC PLANNING

An effective logo…

- · is simple
- · is memorable and unique
- · reflects your company values
- · tells a story

The ◉ represents the connections between people and objective data and is based on SNAP's mission to provide timely access to management-relevant scenarios of future conditions in Alaska.

The SNAP sans serif typeface chosen to accompany the logo graphic is **Priva Three Pro Regular**. In marketing documents and other public communications, the SNAP logo should be used to represent the organization.

ACRONYM VARIATION

SNAP

TWO COLOR

APPLYING COLOR TO THE LOGO

When used alone, the Scenarios Network For Alaska & Arctic Planning logo should be displayed according to the graphics and design standards identified in this guide. When possible, use of the two-color version of the signature is recommended.

ONE COLOR

SINGLE COLOR LOGO — GRAY

Gray is the only acceptable one-color variation of the logo (as shown at left). See "Approved SNAP Colors" for details. The background for the gray logo must have a background color that provides adequate contrast.

BLACK

BLACK ON WHITE

In instances where either the two-color or one-color variations are not applicable, select the black version of the logo. The background color of which must provide adequate contrast.

REVERSED

REVERSING THE LOGO

It is acceptable to apply the reversed logo (white) to a black or other background color as long as there is adequate contrast.

All graphic files for the SNAP signature and acceptable variations can be found online at www.Logos.KinesisDesign.com/SNAP.

SNAP GREEN

SPOT COLOR:
PANTONE 390

4–COLOR PROCESS:
C 35 **M** 0 **Y** 85 **K** 50

WEB: R 150 **G** 168 **B** 58

HEX: 97A93A

SNAP GRAY

SPOT COLOR:
PANTONE 444

4–COLOR PROCESS:
C 10 **M** 0 **Y** 0 **K** 50

WEB: R 106 **G** 112 **B** 114

HEX: 6A7173

The official corporate colors are green (PMS 390) and gray (PMS 444) and are recognizable as the various graphic and brand marks that represent the company.

Please contact Kinesis at 503.922.2289 for questions and advice about color reproduction in various media.

The colors shown throughout this guide have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE. Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

These and other alterations are specifically prohibited.

**DO NOT STRETCH OR ALTER THE
LOGO PROPORTIONS**

**DO NOT USE THE TYPOGRAPHY WITHOUT
THE SYMBOL**

**DO NOT CHANGE POSITION OF
THE SYMBOL OR TYPOGRAPHY**

**DO NOT RESIZE SYMBOL IN RELATION
TO TYPOGRAPHY**

DO NOT REASSIGN COLORS TO THE SIGNATURE

The Scenarios Network For Alaska & Arctic Planning logo was designed to consistently represent Scenarios Network For Alaska & Arctic Planning. Proper use, including color, is necessary to achieve that goal. Do not use colors other than those specified in this standards manual.

DO NOT CREATE OTHER ONE-COLOR VARIATIONS OF THE SIGNATURE

The one-color version of the logo must only appear in green or black. See "Acceptable Color Variations of the SNAP Logo" for details.

DO NOT APPLY THE TWO-COLOR SIGNATURE TO A BACKGROUND

When the logo is to be applied to a background color field or colored paper stock, a one-color version must be used — either black or reverse. This will provide greater contrast and improve readability.

DO NOT SACRIFICE LEGIBILITY

When the signature is reversed out and used on a photograph or colored background, it must do so in an area of the image that does not compromise its legibility.

USING THE CORRECT FILE TYPES

There are a wide array of file formats, sizes and colors available to Scenarios Network For Alaska & Arctic Planning staff and professional vendors. It is absolutely critical that the correct file format is specified for each application.

For sign vendors, printers, and other professional vendors, always provide the logo in an EPS format. If possible, try to determine the final logo usage — this will guide you in selecting the correct file format. For example, if the logo is to be printed 4/color cmyk in a glossy magazine, then select the file: SNAP_cmyk.eps

For presentations, office use, and standard software applications, select the logos in either the JPEG or PDF folders. For simplicity, there are only four options: full color, black and white, one-color, and reversed.

For Web/Email use, select files within the GIF folder. These logo variants should NEVER be used for print application or given to professional vendors.

See the chart on next page for more details.

USING THE CORRECT FILE TYPES

Scenarios Network FOR ALASKA & ARCTIC PLANNING	Scenarios Network FOR ALASKA & ARCTIC PLANNING	Scenarios Network FOR ALASKA & ARCTIC PLANNING	Scenarios Network FOR ALASKA & ARCTIC PLANNING
DESCRIPTION	**DESCRIPTION**	**DESCRIPTION**	**DESCRIPTION**
Two Color • Green (PMS 390) • Gray (PMS 444)	One Color • Gray (PMS 444)	Black on White	Reversed • White on Black
FILES FOR VENDORS	**FILES FOR VENDORS**	**FILES FOR VENDORS**	**FILES FOR VENDORS**
SNAP_2color.eps SNAP_cmyk.eps SNAP_rgb.eps	SNAP_1color.eps	SNAP_bw.eps	SNAP_rev.eps
FILES FOR OFFICE USE	**FILES FOR OFFICE USE**	**FILES FOR OFFICE USE**	**FILES FOR OFFICE USE**
SNAP_fullcolor.jpg SNAP_fullcolor.pdf	SNAP_1color.jpg SNAP_1color.pdf	SNAP_bw.jpg SNAP_bw.pdf	SNAP_rev.jpg SNAP_rev.pdf
FILES FOR ONLINE USE	**FILES FOR ONLINE USE**	**FILES FOR ONLINE USE**	**FILES FOR ONLINE USE**
SNAP_screen_color_lg.gif SNAP_screen_color_sm.gif	N/A	SNAP_screen_bw_lg.gif SNAP_screen_bw_sm.gif	N/A

All graphic files for the SNAP signature and acceptable variations can be found online at:

www.Logos.KinesisDesign.com/SNAP

USING THE CORRECT FILE TYPES

⬲ SNAP	⬲ SNAP	⬲ SNAP	⬲ SNAP
DESCRIPTION	**DESCRIPTION**	**DESCRIPTION**	**DESCRIPTION**
Two Color • Green (PMS 390) • Gray (PMS 444)	One Color • Gray (PMS 444)	Black on White	Reversed • White on Black
FILES FOR VENDORS	**FILES FOR VENDORS**	**FILES FOR VENDORS**	**FILES FOR VENDORS**
SNAP_acronym_2color.eps SNAP_acronym_cmyk.eps SNAP_acronym_rgb.eps	SNAP_acronym_1color.eps	SNAP_acronym_bw.eps	SNAP_acronym_rev.eps
FILES FOR OFFICE USE	**FILES FOR OFFICE USE**	**FILES FOR OFFICE USE**	**FILES FOR OFFICE USE**
SNAP_acronym_fullcolor.jpg SNAP_acronym_fullcolor.pdf	SNAP_acronym_1color.jpg SNAP_acronym_1color.pdf	SNAP_acronym_bw.jpg SNAP_acronym_bw.pdf	SNAP_acronym_rev.jpg SNAP_acronym_rev.pdf
FILES FOR ONLINE USE	**FILES FOR ONLINE USE**	**FILES FOR ONLINE USE**	**FILES FOR ONLINE USE**
SNAP_acronym_screen_color_lg.gif SNAP_acronym_screen_color_sm.gif	N/A	SNAP_acronym_screen_bw_lg.gif SNAP_acronym_screen_bw_sm.gif	N/A

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