SOUTHERN

GROUP OF STATE

FORESTERS

CONSERVE · PROTECT · ENHANCE

BRAND GRAPHIC STANDARDS

DECEMBER 2013

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IDENTITY

The **SGSF** brand has been designed to portray a modern business that has esteem, strength, integrity and professionalism. The brand's primary element is the stylized badge, which defines a sharp, bold image while remaining clean and recognizable.

Supporting this mark is a qualifier that reads "CONSERVE, PROTECT, ENHANCE," communicating the organization's goals to the uninformed.

This brand standards guide serves to assist communicators, business partners and staff in making creative decisions with speed, flexibility and confidence to satisfy their specific objectives while building awareness of the brand.

ELEMENTS OVERVIEW

The logo consists of three main elements:

• **The badge**

• **The name** (Southern Group of State Foresters)

• **The qualifier** (Conserve, Protect, Enhance)

These elements should always appear in the logo.

Elements cannot be omitted from any version of the logo, except where explicitly stated in this guide.

1. Primary Vertical Logo

2. Alternate Vertical Logos

3. Horizontal Logo Options

COLOR LOGO OPTIONS

There are three options to choose from when publishing the **SGSF** logo. The primary vertical logo (1) should be treated as the default, standard option for usage.

Other styles are secondary logos to be treated as alternatives.

Assume the standards referenced here apply to all versions of the logo unless otherwise noted.

1. Primary Vertical Logo, One-Color

2. Alternate Vertical Logos, One-Color

ONE-COLOR LOGO OPTIONS

There are several options to choose from when publishing the **SGSF** logo as a one-color mark. The primary vertical logo (1) should be treated as the default, standard option for usage, and alternatives can be used when needed.

3. Horizontal Logo Options, One-Color

4. Alternate Vertical Logo,
   One-Color Reversed

COLOR (ON WHITE BACKGROUND)

SGSF's brand values are exemplified by six main colors, as specified on this page. An additional seventh color (gray) can be used when the logo needs to be shown as a one-color mark on a dark background. All materials produced must reflect this combination accordingly.

Careful consideration of color should take place when deciding to replace the primary logo with any of the secondary variations. In order to build brand unity, the primary logo should always be given first-choice consideration, and color standards should always be strictly followed.

FOREST
PMS Coated: 5747 C
CMYK: 65-51-96-51
RGB: 62-67-28

CREAM
PMS Coated: 5855 C
CMYK: 26-20-55-0
RGB: 193-186-133

BROWN
PMS Coated: 725 C
CMYK: 33-75-100-34
RGB: 127-64-20

GOLD
PMS Coated: 456 C
CMYK: 36-37-100-7
RGB: 165-141-40

ORANGE
PMS Coated: 7412 C
CMYK: 14-56-95-1
RGB: 214-130-48

LIGHT GREEN
PMS Coated: 7749 C
CMYK: 53-40-94-21
RGB: 115-115-53

GRAY
PMS Coated: 7527 C
CMYK: 12-12-14-0
RGB: 220-214-209

1 inch

2 inches

0.5 inches

MINIMUM SIZE RESTRICTIONS

The mark becomes difficult to interpret and hard to read if it is used in very small applications.

The standard primary logo should not be reproduced smaller than 1 inch tall, and the standard secondary logo should not be reproduced smaller than 2 inches wide.

The mark with no qualifier is best suited for small applications, but should not be reproduced smaller than 0.5 inches wide.

Half of word
mark's height

Half of word
mark's height

Word
mark
height

SGSF

CONSERVE · PROTECT · ENHANCE

Half of word
mark's height

AREA OF ISOLATION

It is important to allot the logo an appropriate amount of space in any given document. The **SGSF** logo should have a minimum amount of white space around the logo equal to half the height of the logo's word mark whenever possible. In the example displayed at left, this space is represented by dotted lines.

THINGS TO AVOID

The following are examples of improper usage and applications of the logo. **Under no circumstances** should any of these scenarios be published.

Do not resize elements.

Do not use backgrounds that reduce legibility.

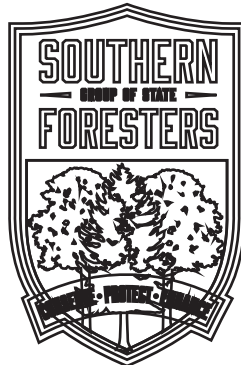**Do not** rearrange elements.

Do not modify or separate elements.

THINGS TO AVOID

The following are examples of improper usage and applications of the logo. **Under no circumstances** should any of these scenarios be published.

Do not rotate the logo.

Do not outline the logo.

Do not use alternate type styles.

Do not create secondary elements.

THINGS TO AVOID

With color being a crucial element of **SGSF's** identity, it is important that color is correctly applied. The following are examples of improper color usage and combinations. **Under no circumstances** should any of these scenarios be published.

Do not render the logo in alternate colors.

Do not use white on light backgrounds.

Do not create new color combinations.

OVERVIEW

One typeface is used in the primary and secondary **SGSF** logos. Both the name (Southern Group of State Foresters) and qualifier (Conserve, Protect, Enhance) are displayed in Abolition Sharp.

This specific font and weight has been chosen for optimal reproduction purposes across all applications.

ABOLITION SHARP
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#$%^&*()_+{}:"<>?

GOTHAM LIGHT
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

GOTHAM BOOK
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

GOTHAM MEDIUM
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

GOTHAM BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

GOTHAM BLACK
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

GOTHAM LIGHT ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

GOTHAM BOOK ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

GOTHAM MEDIUM ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

GOTHAM BOLD ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

GOTHAM BLACK ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

APPROVED TYPEFACES
Gotham comes in a variety of weights and styles
and should be used in client-facing promotional
items whenever possible.

TREBUCHET REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

TREBUCHET BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

HELVETICA LIGHT
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

HELVETICA REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

HELVETICA BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

TREBUCHET ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

TREBUCHET BOLD ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

HELVETICA LIGHT OBLIQUE
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

HELVETICA OBLIQUE
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

HELVETICA BOLD ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

APPROVED TYPEFACES

Trebuchet and Trebuchet Bold are excellent
alternatives for Gotham and should be used
when Gotham is not available.

If neither font is available, you may substitute
Helvetica and Helvetica Bold. If Helvetica is
unavailable, use Arial instead.

ARIAL REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

ARIAL ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&()_+{}:"<>?*

ARIAL BOLD
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

ARIAL BOLD ITALIC
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+{}:"<>?

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