



LOGO GUIDELINES

HOW TO BUILD A LOGO

For using with light background.



logo-sc-horizontal-red.svg



logo-sc-horizontal-black.svg

INVERTED VERSION

For using with dark background.



logo-sc-horizontal-white.svg

LOGO MISUSE

Please do not modify or distort the logo as shown below.



Do not change aspect ratio of the logo parts.



Do not recolor the logo.



Do not change position of the logo parts.



Do not distort logo.



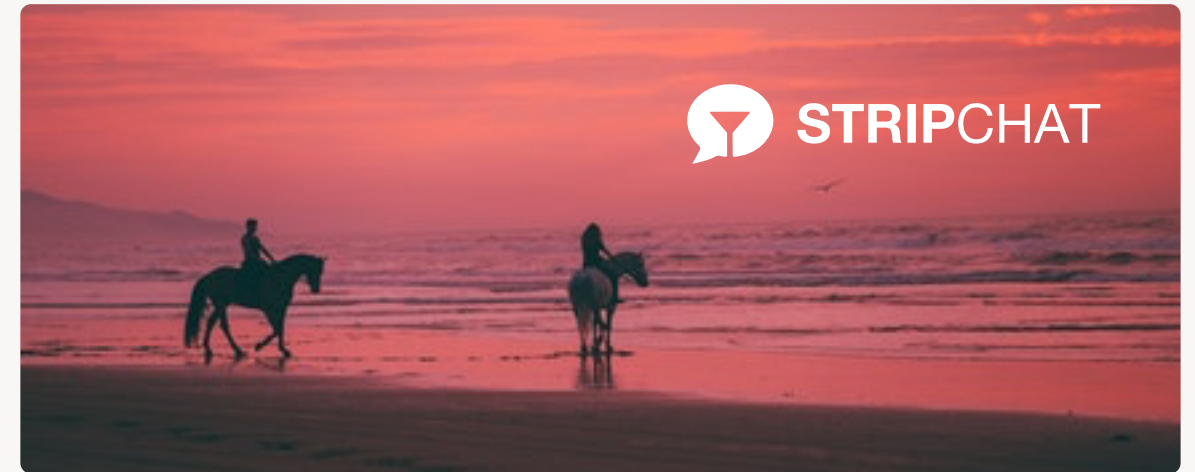
Do not use the title alone.

BACKGROUNDS

Logos look the best when placed on white, black, or photographic background without additional backgrounds.



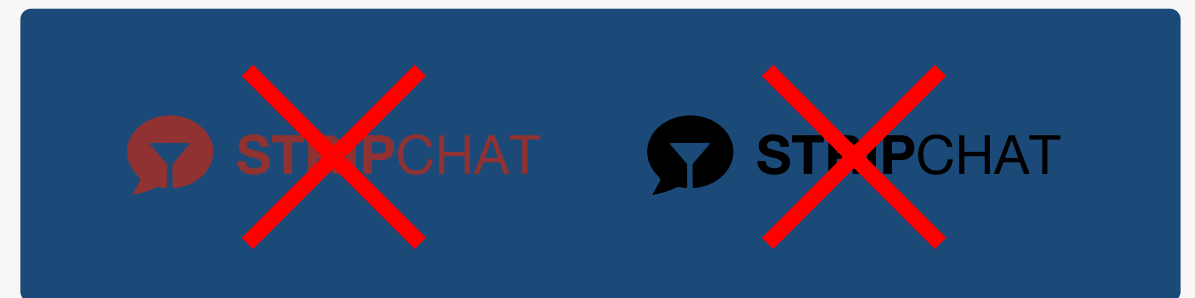
Additional background can be used on complex saturated backgrounds.



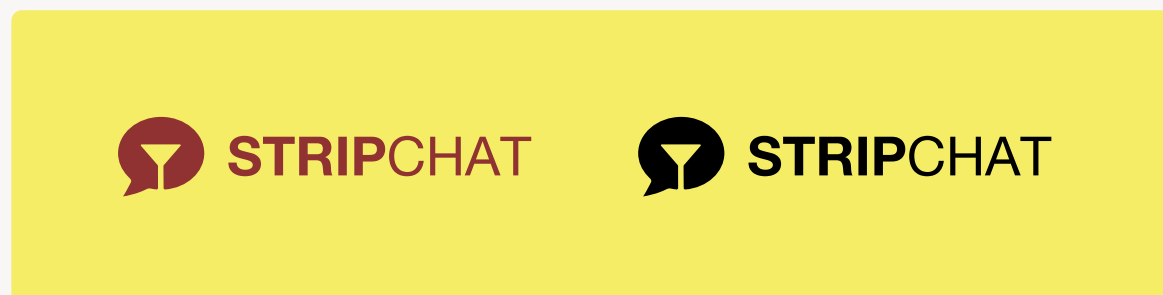
It is always better to find the right place



Wrong color for logo and low contrast.



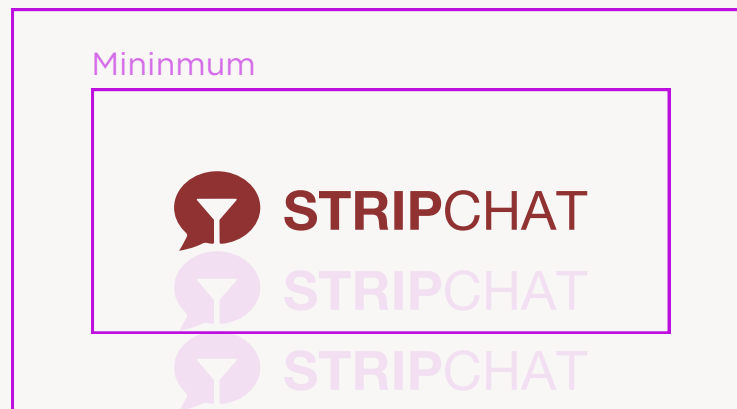
Wrong color for logo and low contrast.



MIND THE SPACING

Keep at least 1x of logo height of clear space around the logo. This will improve readability and recognizability.

Recommended



LOGO COLORS

Primary Red

HEX: 903232
RGB: 144 50 50
CMYK: 0% 37% 37% 44%



Black

HEX: 000000
RGB: 0 0 0
CMYK: 0% 0% 0% 100%



White

HEX: ffffff
RGB: 255 255 255
CMYK: 0% 0% 0% 0%

