



Brand Standard and Usage Guidelines

A company's brand is a critical component of organizational recognition. From taglines and logos to colors and fonts, the brand is the image — and reputation — of an organization. Maintaining the integrity of the SSF brand across platforms and delivery methods is critical to our identity, which may very well be the only thing most people ever see of the SSF. This sheet will help to accomplish the best possible outcome across platforms, deliverables, and vendors. Consistency is paramount. Inherent in the design itself are safeguards to preserve the integrity of the brand under less-than-ideal conditions, especially when it is out of our control, which is inevitable as SSF grows and expands its reach. (For example, a teacher downloads a SSF form and prints it out on an inkjet, then runs photocopies.) The new logo has been designed to maintain clarity under such conditions, and at very small sizes. Reproduction methods may vary: e.g., screen printing on shirts and other merchandise, inkjet printers, photocopies and faxes. The ideal target appearance for the SSF logo is above, achieved with only two (solid) colors. There is to be no deviation from the set colors or fonts. As all good logos must, it also works well in a single color (black or white). At right are variables showing optimum target reproduction under different circumstances. When transparency will be used in superimposing the SSF logo over an image or video, do NOT use the red but, rather, use the solid single color (black or white), and adjust the level of transparency to suit the image or video at hand.

RGB formula for Red: R237, G28, B36. Hex# (case-sensitive): ed1c24.
Process: C: 0, M: 100, Y: 100, K: 0. Pantone Spot Color: 186 Red.

If you are placing and scaling the logo in any document, it is critical that the proportions (X:Y) be maintained. Resizing can be achieved numerically (e.g., entering a numeric value: 80% size). If you are re-sizing manually, pressing the correct key on your keyboard (that may be the shift key, control key, or another, depending on platform and software) while dragging a corner button (or handle) during re-sizing will constrain the X:Y proportions accordingly. If the logo becomes distorted during re-sizing, do not attempt to eyeball the correction. Delete the distorted logo and re-place a fresh one. PNG files are provided. If you need a larger PNG than extant to avoid pixelization, please ask. If you need another format, (JPG, EPS, etc.) please ask. Vector art is available which is scalable infinitely in size.

