



Approved Centre Brand Guidelines



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1. Guidelines for using the SFJ Awards Logo

Our logo is a unique and recognisable symbol of who we are and it is important that the logo is used correctly and consistently online, in print and in any other materials in which it appears.

Use of the SFJ Awards Logo is restricted to SFJ Awards, its approved centres and selected partners. If you are unsure of any aspects of using the SFJ Awards Logo please contact us.

Logo do's

- To maintain full legibility on the text within each family logo, never reproduce our logo smaller than 16.5mm wide (for print) or 35 pixels (for screen).
- There is no maximum size limit but enlarge proportionately with consideration to the overall size and design of the communication.

Logo don'ts

- Do not rotate or distort our logo in any way.
- Do not place our logo on colours. If needed, use the whiteout version.
- Do not change the colour of our logo or any of the elements within.
- Do not break apart, restructure or resize the elements within our logo.
- Do not add embellishments such as drop-shadows, key lines or any other effect to our logo.
- Do not place any logo over busy backgrounds that will effect legibility.
- Do not place our logo within a box.

2. Formats

The logo is supplied in a variety of formats: PSD, SVG, PNG and JPEG.

The PNG and JPEG formats should only be used for electronic documents, i.e. PowerPoint®, Microsoft Word® and email.

The PNG and SVG is for internet and intranet use. PSD formats should always accompany artwork for printing.

3. Colour

Wherever possible the colour version of the logo should be used. In instances where reproduction is limited, alternative options are available. The logo should not be altered or distorted in any way.

Always use original digital artwork.

On joint initiatives there should be equal emphasis on the SFJ Awards logo and the partner organisation logo, speak to your SFJ Awards contact if you are unsure .

SFJ Awards Purple is:

- PMS 2607
- CMYK: C86 M100 Y25 K17
- RGB: R70 G38 B105
- Hex Code: #462669

Contrast Text - White

Hex Code: #ffffff



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