



BRAND GUIDELINES

UPDATED SEPTEMBER 2021



LOGO USES:



PRIMARY LOGO:

Use Primary logo for majority of all instances.

SECONDARY LOGO:

For print instances that require a logo smaller than 1" x 1", substitute the primary logo for the secondary logo.

SIGNATURE:

The Sahm's signature will be used company wide for a variety of different brands. For instances when the primary or secondary are already included on material, use the logo mark as a support branded element.

LOGO MARK:

For instances when the primary or secondary are already included on material, use the logo mark as a support branded element.

LOGO VARIATIONS:

PRIMARY LOGO:



SECONDARY LOGO:



SIGNATURE:



LOGO MARK:



TYPOGRAPHY:

HEADER

SUB-HEADER TYPEFACE:

Here is an example of the body copy typeface.
Another sentence to bulk up this paragraph and
show off more characters.

HEADLINE:

KOROLEV CONDENSED - BOLD

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789!?

KERNING: 50

SUB-HEAD:

KOROLEV CONDENSED - MEDIUM

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789!?

KERNING: 50

BODY:

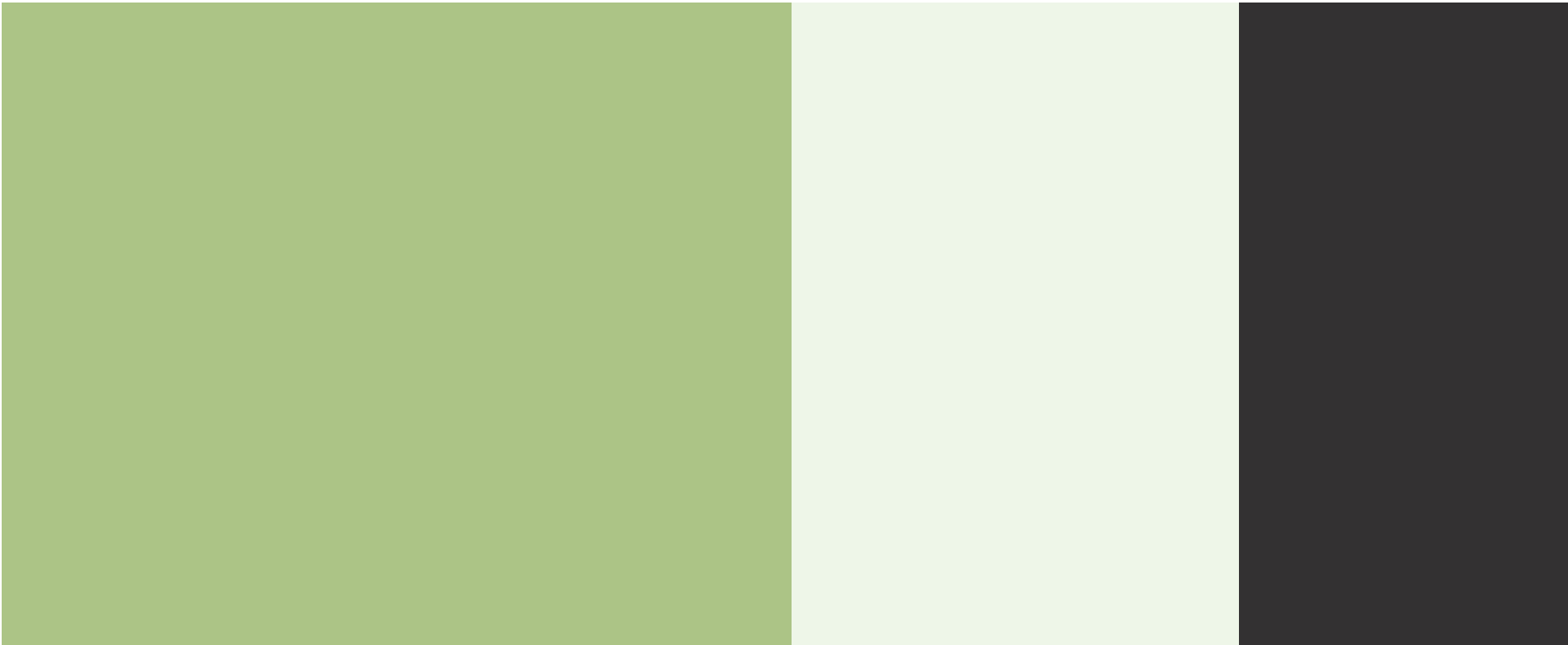
Barlow - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrsStTuUvVwWxXyYzZ

0123456789!?

BRAND COLORS:



P 158-4 C

C30. M10. Y59. K0.
R172. G196. B134.
ACC486

P 154-1 C

C6. M0. Y10. K0.
R238. G245. B232.
EEF6E8

P 179-15 C

C69. M65. Y60. K59.
R51. G48. B51.
333033

LOGO MISUSE:



NO

Do not rotate the logo.



NO

Do not distort or warp the logo in any way.



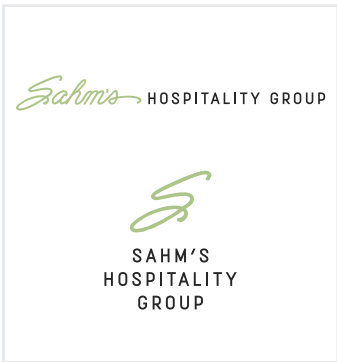
NO

Do not outline the logo.



NO

Do not change the logo color.



NO

Do not change alignment of elements.



NO

Do not place the full color logo on a color outside of the brand colors.



YES

Logo can be placed on any of the brand colors



YES

The full color logo* can be placed on black and white.

*Please use reversed variation when placing on black.

FILE FORMAT GUIDE:

When looking for a Sahm's logo, you may find some file formats that you aren't familiar with. Below is a helpful guide to explain a little about those formats, why they exist, and the situation that each is needed.



EPS/ .EPS/ ENCAPSULATED POSTSCRIPT

USE = PRINT

EPS is a vector format design for printing to PostScript printers and imagesetter. Vector graphics are a scalable, resolution-independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality making them an ideal format for initial logo designs and illustrations to be used in multiple sizes.



AI/ .AI/ ADOBE ILLUSTRATOR ARTWORK

USE = PRINT

A propriety file formate developed by Adobe Systems for representing single-page vector-based drawings in either the EPS or PDF formats. The .ai filename extension is used by Adobe Illustrator. Same as an EPS but can only be edited in Adobe Illustrator.



JPG/ .JPG OR .JPEG/ JOINT PHOTOGRAPHIC EXPERTS GROUP

USE = PRINT OR WEB

JPG is a file format best used for photo images which must be very small files, for example, for web sites, or for email. JPG uses lossy compression, meaning that some image quality is lost when the JPG data is compressed and saved, and this quality can not be recovered.



PNG/ .PNG/ PORTABLE NETWORK GRPHICS

USE = WEB

GIF (Short for Graphics Interchange Format) is a file format or storing graphical images up to 256 colors. It uses a lossless compression method which makes for higher quality output. PNG (short for Portable Network Graphics) was created as a more powerful alternative to the GIF file format. PNGs are not restricted to the 256 color limitation of GIF files and have better compression. A PNG file can be saved with a transparent background which allows you to place your image on top of another image without an outlining white box.