
BRAND GUIDELINES

2023



LOGO DESIGN

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ORIENTATIONS



Horizontal (horiz)

The horizontal orientation of the logo is to be used when vertical space is limited; such as the navigation area of a website or a horizontal banner ad.



Vertical (vert)

The vertical orientation of the logo is to be used when horizontal space is limited, such as a vertical banner ad.



Logomark (mark)

The logomark version of the logo is to be used primarily for internal communications; or in instances when the logo is accompanied by other language with the full "Signature Performance" name, such as social media profiles.

COLOR PROFILES



Process (CMYK)

CMYK versions of the logo are created for use on all digitally printed materials. e.g. home printers, office printers, FedEx, etc.



Pantone® (Spot)

Spot color versions of the logo may be used when process printing is unavailable, such as for screenprinting or embroidery. (t-shirts, promotional items, etc).



Red-Green-Blue (RGB)

RGB versions of the logo are created for screen use. Use these versions on the web and for social media.



Black

The black version may be used when a one-color version of the logo is needed; or for any black-and-white printing projects.



Reverse (White)

Reverse logo versions may be used on darker backgrounds to create adequate contrast.

LOGO MISUSE

In order to retain a strong visual brand presence, it is important to use the Signature Performance logo correctly. Avoid these common mistakes when using the Signature Performance logo for your communications.



Do Not Distort or Skew



Do Not Change Colors



Avoid Limited Contrast



Do Not Screen or Make Transparent



Do Not Apply a Gradient



Do Not Apply a Drop Shadow



Do Not Re-Arrange Elements



Do Not Apply a Stroke

BRAND COLOR PALETTE

BRAND COLORS

Color is an important element of the Signature Performance brand. Follow these guidelines to ensure your colors are on-brand.

Signature Red

The primary color for the Signature Performance brand. Use Signature Red on all branded documents to increase brand recognition.

Crimson Red

Crimson red may be used as a complement to the Signature Red.

Black and White

Black and whites are to be used primarily as background colors in layouts.

Dark and Light Gray

Grays may be used as complement to the Signature Red—as background colors, for call-outs, etc.



Signature Red

PMS 185
c 6 m 100 y 81 k 1
r 224 g 8 b 56
#E00838



Crimson Red

PMS 193
c 21 m 100 y 77 k 12
r 179 g 8 b 56
#B30838



Black

c 0 m 0 y 0 k 100
r 0 g 0 b 0
#000000



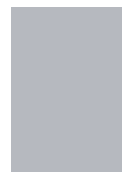
White

c 0 m 0 y 0 k 0
r 255 g 255 b 255
#FFFFFF



Dark Gray

PMS Cool Gray 11
c 63 m 52 y 44 k 33
r 83 g 88 b 95
#53585F

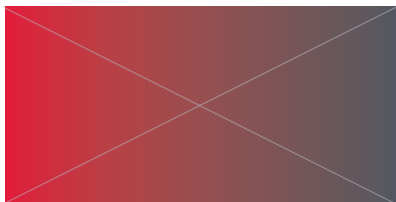


Light Gray

PMS Cool Gray 5
c 28 m 21 y 18 k 1
r 182 g 185 b 191
#B6B9BF

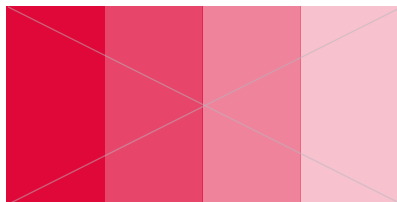
DO NOTS

In order to retain a strong visual brand presence, it is important to use the Signature Performance brand elements correctly. Avoid these mistakes when using the brand elements defined in this document.



Do Not Create Gradients Using Brand Colors

Gradients can reproduce poorly on screens and in print. It's best to use solid brand colors.



Do Not Create Tints or Shades of Brand Colors

Tints and shades of colors can reproduce poorly on screens and in print. It's best to use solid brand colors.



Do Not Outline Type

Outlined type can be difficult to read. It's best to use solid type, especially for important information.



Do Not Create Patterns or Backgrounds Out of the Logo

Patterns and backgrounds lessen the impact of the logo. Always adhere to the logo guidelines within.

TYPOGRAPHY

- 19 Segoe UI
- 20 Bebas Neue
- 21 Brand URL

SEGOE UI

Segoe UI is the primary typeface for the Signature Performance brand. It is a Microsoft font that may be used in all Microsoft applications. All variations of Segoe UI are permitted, excluding Segoe Script.

- Use Segoe UI Bold or Semibold for Headlines and Titles
- Use Segoe UI Regular, Semilight and Light for Subheads and Body Copy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890:;,./,<>[]{}!@#\$%^&*()
abcdefghijklmnopqrstuvwxyz**

Segoe UI Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890:;,./,<>[]{}!@#\$%^&*()
abcdefghijklmnopqrstuvwxyz**

Segoe UI Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890:;,./,<>[]{}!@#\$%^&*()
abcdefghijklmnopqrstuvwxyz

Segoe UI Semilight

BEBAS NEUE

Bebas Neue is a secondary typeface for the Signature Performance brand, used as display text. Bebas Neue is available in Adobe Fonts and Google Fonts.

- Use Bebas Neue Regular for Headlines and Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890:;,./,<>[]{}!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bebas Neue Regular

QUESTIONS?

For questions or support regarding the contents of this guidelines document, please contact:

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