# LOGO USE: QUICK REFERENCE GUIDE

This guide is to be used as a quick reference for logo usage, official colours and typfaces only. You may access the logos by clicking on the links within this PDF.

Take note that the logo carries the words either "web," or "print" in its file name. Please use the appropriate file for your project based on its final output.

**SEFARI**

LEADING IDEAS
FOR BETTER LIVES

Print Version | Web Version



Print Version | Web Version

## APPROVED LOGO FOR USE ON:

- Letterhead, business cards and corporate materials
- Presentations
- Posters
- The version with the strapline should be favoured unless space and illegibility is an issue.

## THE LOGO SHOULD NOT BE....

- **Re-Typeset:** Only the correct brand fonts are to be used for the logo. Their positioning in relation to the logo may not be changed.

- **Distorted:** The logo must be resized without stretching or altering its proportions.

- **Boxed:** White is the preferred background colour for the full colour logo.

- **Fragmented:** The logo and text should always appear together and not seperately.

- **On Busy Backgrounds:** of either photography or vector art. If the logo is to be placed on a dark background, use the reveresed white version shown on the next page.

- **Altered:** Do not add any effects such as bevels or drop shadows to the logo.

# SEFARI

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# SEFARI

For use on dark backgrounds

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# SEFARI

For use on two colour projects

PANTONE 1665 CP
Spot Colour

C0 M79 Y100 K0
Four Colour Process

R233 G80 B14
RGB

#E9500E
Web Safe

PANTONE 1795 CP
Spot Colour

C0 M96 Y193 K0
Four Colour Process

R229 G31 B30
RGB

#E51F1E
Web Safe

PANTONE 116 CP
Spot Colour

C0 M14 Y100 K0
Four Colour Process

R255 G214 B0
RGB

#FFD600
Web Safe

PANTONE 144 CP
Spot Colour

C0 M51 Y100 K0
Four Colour Pro-

R243 G144 B0
RGB

#F39000
Web Safe

PANTONE C001
Grey 10
Spot Colour

C0 M0 Y0 K75
Four Colour Process

R100 G99 B99
RGB

#646363
Web Safe

## TYPEFACES FOR PRINT:

- **Pero Regular:** is used for primary headings.

- **Ovink:** is the main typeface used for body text and captions. This typeface has been selected in three weights, as detailed below.

- **Ovink Regular:** is used for all body text.

- **Ovink Ultralight:** is used for captions and to highlight sections of text.

- **Ovink Semibold:** is to bold first paragraphs and highlight sections of text.

## TYPEFACES FOR THE WEB

- **Maven Pro:** is the main web typeface. This Google font is used due to its similarity to Ovink. This typeface has been selected in two weights: regular and bold.

- **Maven Pro Regular:** is used for all body text.

- **Maven Pro Semi Bold:** is used to bold first paragraphs and to highlight sections of text.