



SDF

SOUTHERN DOCUMENTARY FUND

STYLE GUIDE

Logo Design . Color Variation . Clearspace
Logo Sizes . Usage . Misuse . Color Palette
Pantones . Primary & Secondary Typefaces





1.0 Logo Design

DESCRIPTION

Logo usage may vary so we created two versions of the logo, one for light and one for dark as shown below

LOGO DESIGN



A. The logomark uses a dirt splotch that houses the “SDF” letters.

B. The “SDF” letters are a sans serif typeface with clean lines and a classic style.

C. This descriptor is positioned next to or under the logotype.



1.1 Logo Configuration

DESCRIPTION

Logo usage may vary so we created two configurations of the logo, one horizontal and one for vertical

HORIZONTAL CONFIGURATION



This is the main color state of the logo when placed on a lighter background such as white or light gray.

VERTICAL CONFIGURATION



This is the main color state of the logo when placed on a darker background such as black or dark blue.



2.0 Logomark

DESCRIPTION

The logomark can be used without but only as an aesthetic element within the site or other SDF related properties

LOGOMARK



A.
The logomark uses a dirt splotch that houses the "SDF" letters.



2.1 Logo Color Variation

DESCRIPTION

Logo usage may vary so we created two versions of the logo, one for light and one for dark as shown below

LOGO LIGHT COL 1



This is the main color state of the logo when placed on a lighter background such as white or light gray.

LOGO DARK COL 2



This is the main color state of the logo when placed on a darker background such as black or dark blue.

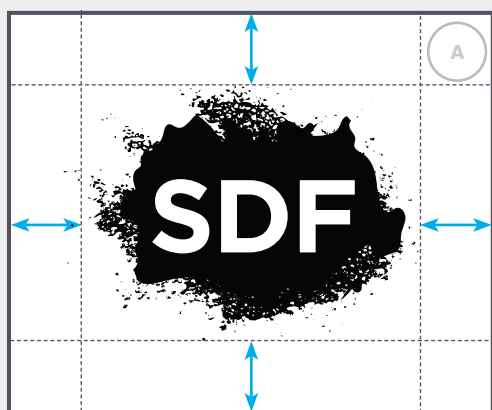


3.0 Clearspace

DESCRIPTION

Clearspace is the minimum amount of space around the logo into which no other object should infringe.

MINIMUM CLEARANCE



A.

The clearspace is 20% the height of the logo.



B.





The clearspace is 20% the height of the logo.



3.1 Logo Sizes

DESCRIPTION

The logo is visible until 20pt.
Any size under 20pt is not good.
Please see the examples below.

A		20pt	✗
B		30pt	✓
C		50pt	✓
D		70pt	✓



4.0 Logo Usage

DESCRIPTION



To protect the brand's corporate identity, it is important to use logos as they are presented in these guidelines.



1. FULL-COLOR Southern Documentary Fund LOGOS. THIS IS THE PREFERRED VERSION, TO BE USED ON WHITE BACKGROUNDS ONLY.



2. SOLID BLACK SIGNATURE. TO BE USED ONLY WHEN REPRODUCTION LIMITATIONS FORCE ITS USE. PRINTS IN BLACK ONLY.



3. COLOR REVERSE SIGNATURE. THIS SIGNATURE SHOULD BE USED INFREQUENTLY AND ONLY ON A BLACK BACKGROUND.



4. SOLID WHITE REVERSE SIGNATURE. USE INFREQUENTLY, WHEN REPRODUCTION LIMITATIONS FORCE ITS USE.



4.1 Logo Misuse

DESCRIPTION



Be sure not to make the following mistakes with regards to the logo and its usage.



1. DON'T REPOSITION/ROTATE THE ARTWORK



2. DON'T DELETE ANY PORTION OF IT



3. DON'T REPLACE THE SYMBOL "L"



4. DON'T USE NON-APPROVED/ALTERED COLORS



5. DO NOT STRETCH OR DISTORT THE LOGOTYPE



6. DO NOT USE NON-APPROVED TYPEFACES



7. DO NOT USE IT AS A REPEATED PATTERN



8. DON'T ADD ADDITIONAL TEXT IN CLEARSPACE (ONLY ALLOW APPROVED TAGLINE)



9. DON'T ADD NON-APPROVED ELEMENTS WITHIN THE CLEARSPACE



10. DONT USE ON DARK BACKGROUNDS



11. DON'T USE PATTERNED/TEXTURED AREAS



12. DO NOT PLACE ON BUSY PHOTOGRAPHS



5.0 Color Palette

DESCRIPTION

The palette consists of primarily of orange. The three main colors range from dark blue to gray tones of the same blue.

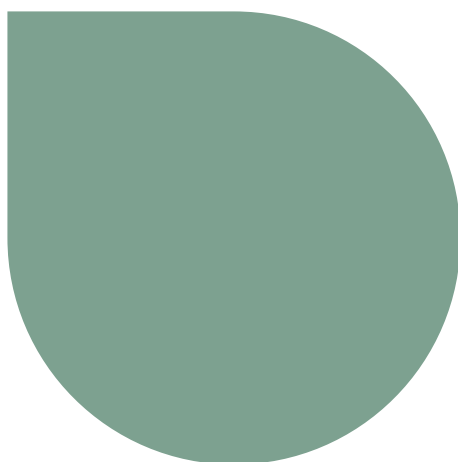
ORANGE

CMYK 0 84 100 0
RGB 240 82 35
Web #f05223



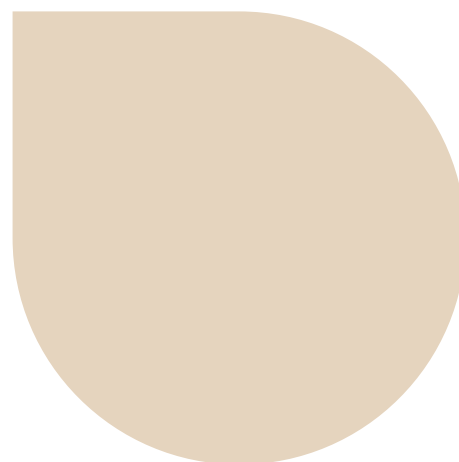
GREEN

CMYK 54 24 46 2
RGB 124 160 144
Web #7ca090



TAN

CMYK 9 14 24 0
RGB 229 212 191
Web #e5d4bf





5.1 Pantones



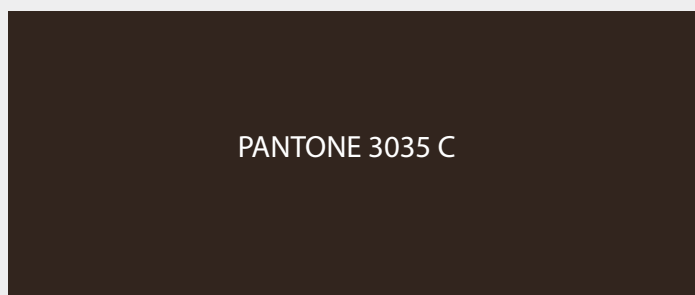
**SOUTHERN
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SDF DIRT SPLOTCH



PANTONE 3025 C

"SDF DESCRIPTOR"



PANTONE 3035 C

GREEN



PANTONE 642 C

TAN



PANTONE 7542 C



6.0 Primary Typeface Headline Text

GLYPHS

Font Name

Poppins

Classification

Sans Serif

POPPINS REGULAR

Poppins
Regular

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@£\$%^&*():'"/



6.1 Secondary Typeface

Body Copy

GLYPHS

Font Name

Franklin Gothic Book

Classification

Sans Serif

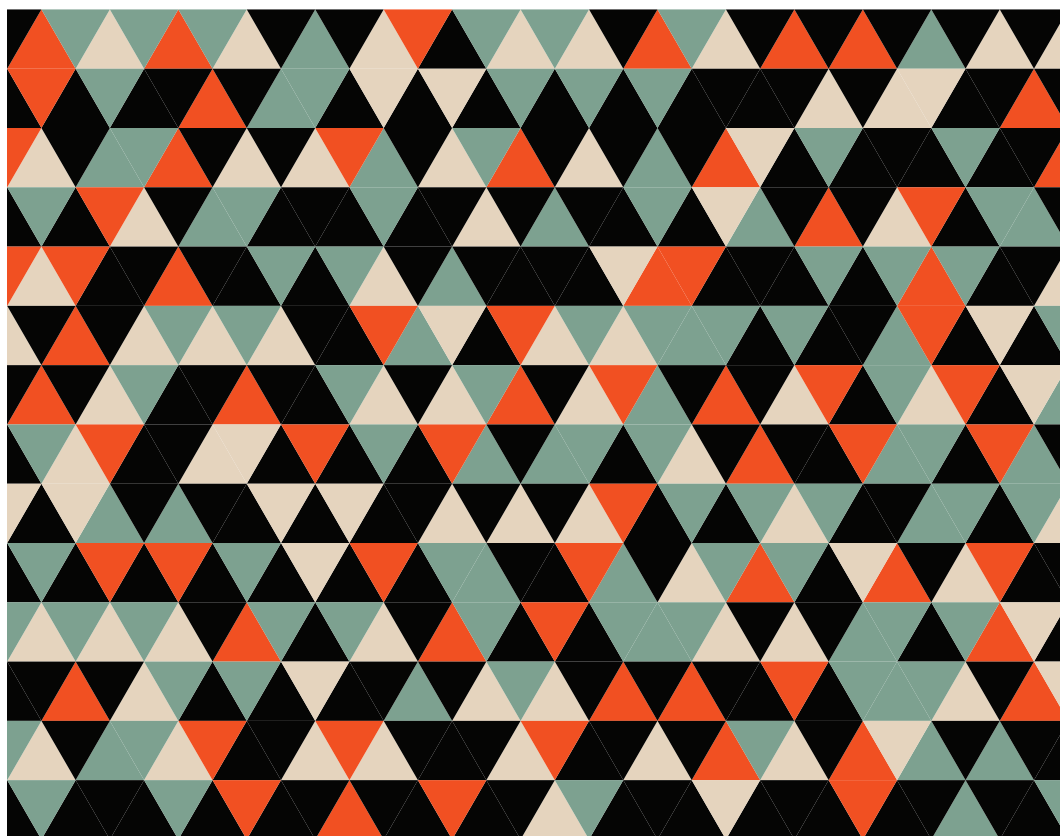
MONTSERRAT REGULAR

Monts
errat
Regular

aAbBcCdDeEfFgGhHiIjJkKlLmMn
NoOpPqQrRsStTuUvVwWxXyYzZ
1234567890!@£\$%^&*():"?/



7.0 Brand Element: Soil Pattern



Inspired by the triangle lattice pattern used in the USDA's Soil texture triangle SDF's pattern can be used for backgrounds and borders.



7.1 Brand Element: Dirt Splotch





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