

Brand Style Guide

V1.0 January 2017



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Introduction

These guidelines are designed to help SAIF members apply our identity with consistency and pride. Thank you for taking the time to read them.

Contents & Introduction

SAIF Brand Style Guide

National logo

Reflecting our brand personality, our national logo is clear and contemporary, demonstrating that SAIF is the leading authority for independent funeral directors. Members should use this logo (rather than the 'Member' logo) when referring to the wider SAIF movement, for example in national marketing material, when writing to Government or for presentations or events. Wherever possible, the logo should be produced in full colour (i). The logo must be reproduced from the master artwork supplied by the SAIF PR & marketing team and should not be recreated.



(i)



(ii)

Scotland logo

The SAIF Scotland logo is for communications on behalf of SAIF Scotland. It should be used in exactly the same way as the 'National' logo but for all members north of the border.



Master Logo

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There are two variations of the SAIF member logos:



- The SAIF member logo for use by individual SAIF members in the UK on their stationery, marketing materials and website to demonstrate they are a member of SAIF.



- The SAIF Associate logo for use by individual SAIF Associate members in the UK to demonstrate they hold Associate membership.

Member logos

The SAIF member logo is a seal of reassurance and professionalism demonstrating to the public that as a member of SAIF, you are committed to a Code of Practice and the highest quality service.

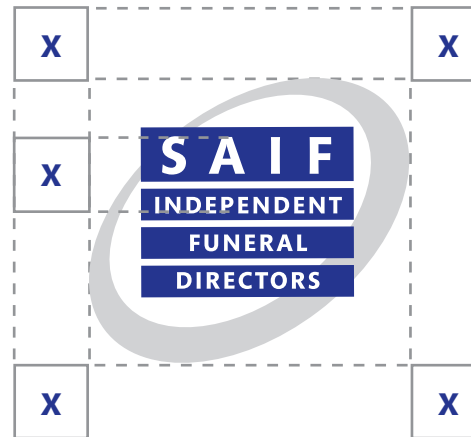
Member Logos

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Logo clear zones

The logo has been specifically drawn and must not be redrawn, re-proportioned or modified.

It must be reproduced from master artwork which is available in electronic formats.



Clear space

A clear space must always be maintained around the logo. The width of this space should be equal to the distance (dimension X) as shown left.

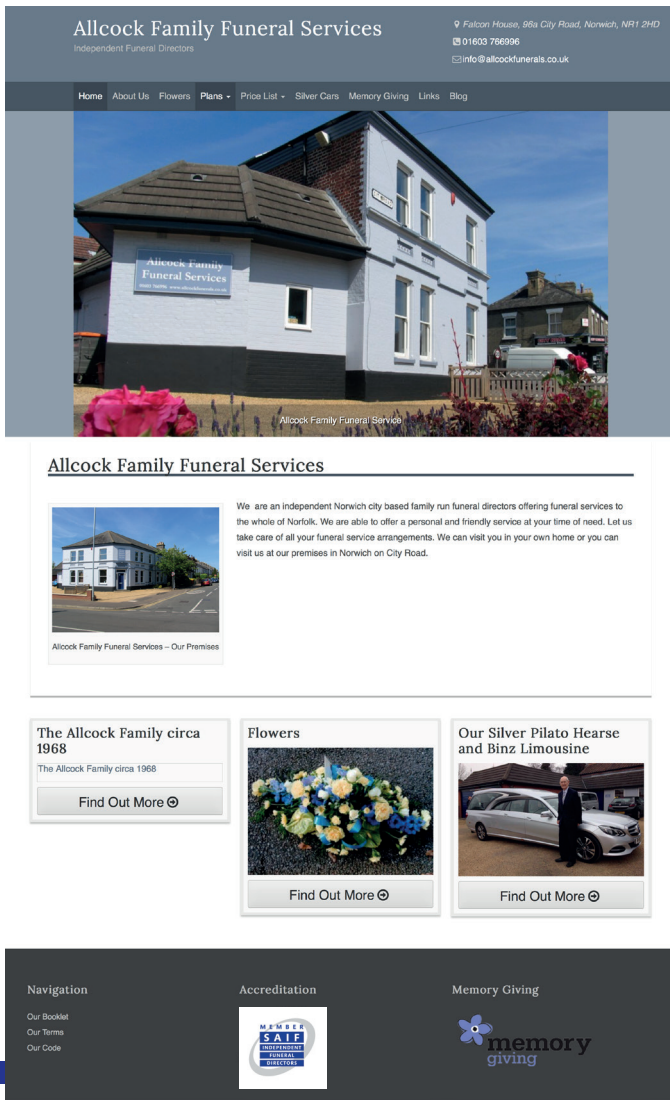
Where the logo appears on a coloured background, this space should always be white.

The minimum size at which the logo should appear is **27mm** wide to ensure clarity of the sub-brand text.



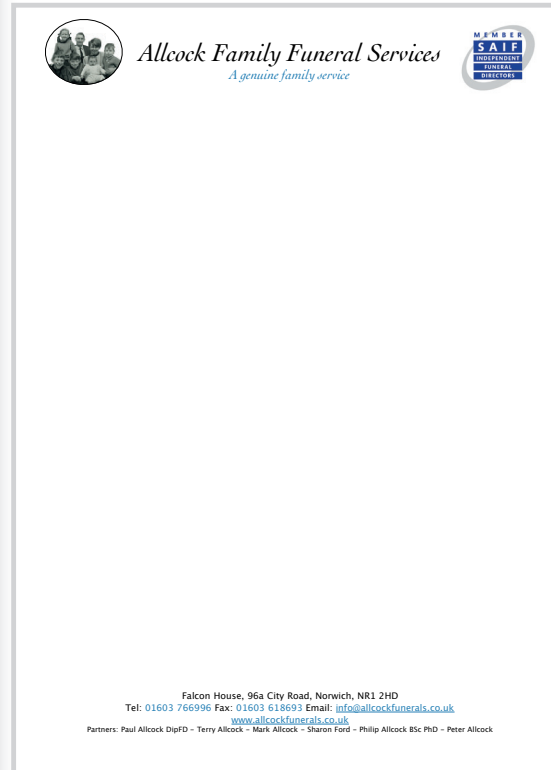
Logo Sizes & Clear Zones

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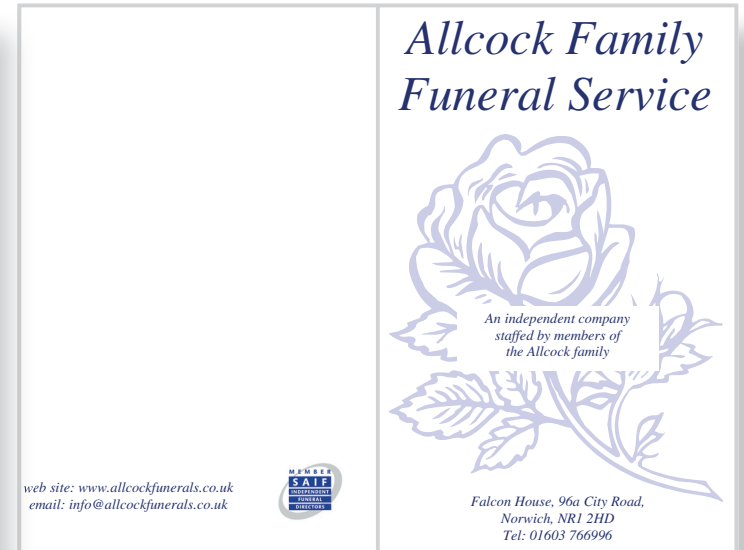


example of website

example of letterhead



example of marketing materials



Logo Use

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Websites

If you wish to add the Master logo or the Member or Associate logo to your website it should appear in the SAIF colours or web equivalent. It should appear only once on each web page and be located in the footer on a white background. Care should be taken to ensure the logo appears clear and legible.

Stationery & marketing materials

If you wish to use the Master logo or the Member or Associate logo on stationery and marketing materials this should appear only once on each item. It should be positioned at either the upper right hand corner or the lower right hand corner, preferably on white. If this is not possible please contact SAIF for guidance.

Primary colour palette

Wherever possible the logo should be printed in the correct CMYK colours. For accurate colour matching please refer to the breakdowns below.

Our colour palette is an essential tool in building a distinctive and recognisable brand identity.



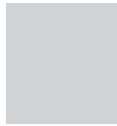
Pantone 273

C100 M94 Y0 K6
R42 G45 B130
#2a2d83



Black

C50 M100 Y0 K0
R149 G27 B129
#1d1d1b



Grey

C0 M0 Y0 K20
R218 G218 B218
#dadada

Secondary colour palette

Secondary colours comprise of a few strong vibrant colours. They are purposely strong to stand out on communications material.



Green

C100 M0 Y100 K0
R0 G150 B64
#009640



Magenta

C0 M100 Y100 K0
R230 G0 B126
#e6007e



Warm Yellow

C0 M50 Y100 K0
R243 G146 B0
#f39200



Colour Palette

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Fonts

Our brand typefaces are Iowan Old Style and Mundo Sans. They are used for all our printed communications and they are used as a display font for headlines, short paragraphs of text and pullout quotes. Where possible we use Mundo Sans for online applications.

Brand fonts:

Fonts Mundo Sans (ultra) -

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Fonts Mundo Sansa (Bold) -

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Fonts Mundo Sans (Regular) -

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Fonts Mundo Sans (Light) -

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Proxima Nova (all weights) – Online

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Advertising fonts:

Fonts Iowan Old Style (Roman) – Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Fonts Iowan Old Style (Bold) – Sub Head

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£\$%^&*()

Fonts online

Our brand typeface is Mundo Sans and Iowan Old style. Iowan Old style Regular is used as a display font for headlines, short paragraphs of text and pullout quotes online.

Please use Proxima Nova for online applications where it's not possible to use the Mundo Sans and Iowan family font.

Fonts

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