

School for Advanced Research Brand Guidelines | Tagline: Exploring Humanity. Understanding Our World.

Spiral image must always contain the acronym "SAR" under it in all circumstances.

Logos

Color logos may be in **either** 4/Color CMYK for print output (high resolution) **or** RGB = red, green, blue for web/electronic output (low resolution)

General SAR Collateral



SAR

Color logo for white or light-colored background

Color logo on white or light-colored background



SAR

School for Advanced Research

Color logo on white or light-colored background (for mail return labels)



SAR

School for Advanced Research

Post Office Box 2188

Santa Fe, New Mexico 87504-2188



SAR

Black logo for white or light-colored background



SAR

Reverse logo, white logo for black or dark-colored background



SAR

School for Advanced Research

Color with reverse, color + white text on black or dark-colored background



SAR

School for Advanced Research

Reverse, white logo + white text on black or dark-colored background

SAR Press



Black logo for white or light-colored background



Reverse logo, white logo for black or dark-colored background

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Fonts: Gill Sans / Palatino Linotype

Gill Sans Light

Gill Sans Semibold Italic

Palatino Linotype Regular

Gill Sans Light Italic

Gill Sans Bold

Palatino Linotype Italic

Gill Sans Regular

Gill Sans Bold Italic

Palatino Linotype Bold

Gill Sans Italic

Gill Sans UltraBold

Palatino Linotype Bold Italic

Gill Sans Semibold

**GILL SANS BOLD
SMALL CAPS 100 TRACKING**

Use **ONLY** if Gill Sans is unavailable
(most instances will be for the Web and OnlineExpress)

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Use **ONLY** if Palatino Linotype is unavailable
(most instances will be for the Web and OnlineExpress)

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Banner Header with corn pattern



Banner Footer with corn pattern



Colors



CMYK: 100, 0, 35, 0
RGB: 0, 170, 181



CMYK: 5, 5, 15, 0
RGB: 240, 235, 216



(uncoated paper)
CMYK: 0, 40, 100, 0
RGB: 247, 148, 30

(coated paper)
CMYK: 0, 50, 100, 0



(uncoated paper)
CMYK: 30, 80, 100, 0
RGB: 167, 85, 52

(coated paper)
CMYK: 40, 80, 100, 0

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Logo Deviations

Incorrect use of logos compromises integrity and effectiveness. The examples below are only a small sample of possible misuse. Never alter, add to, or attempt to recreate existing logos.



No rules of any kind around the logo



No changing colors



Do not place logo over a photo



No font changes, i.e. "SAR"



No warping



No shadowing



No altered baseline