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



Color logo for white or light-colored background

Color logo on white or light-colored background



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



Black logo for white or light-colored background



School for Advanced Research



School for Advanced Research

Post Office Box 2188 Santa Fe, New Mexico 87504-2188



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



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



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 Semibold GILL SANS BOLD

SMALL CAPS 100 TRACKING

Use ONLY if Gill Sans is unavailable

Use ONLY if Palatino Linotype is unavailable

(most instances will be for the Web and OnlineExpress) (most instances will be for the Web and OnlineExpress)

Arial Regular Georgia Regular

Arial Italic Georgia Italic

Arial Bold Georgia Bold

Arial Bold Italic Georgia Bold Italic

Banner Header with corn pattern



School for Advanced Research

EXPLORING HUMANITY, UNDERSTANDING OUR WORLD.

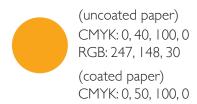
Banner Footer with corn pattern

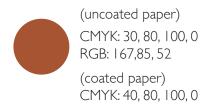
EXPLORING HUMANITY. UNDERSTANDING OUR WORLD

Colors









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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