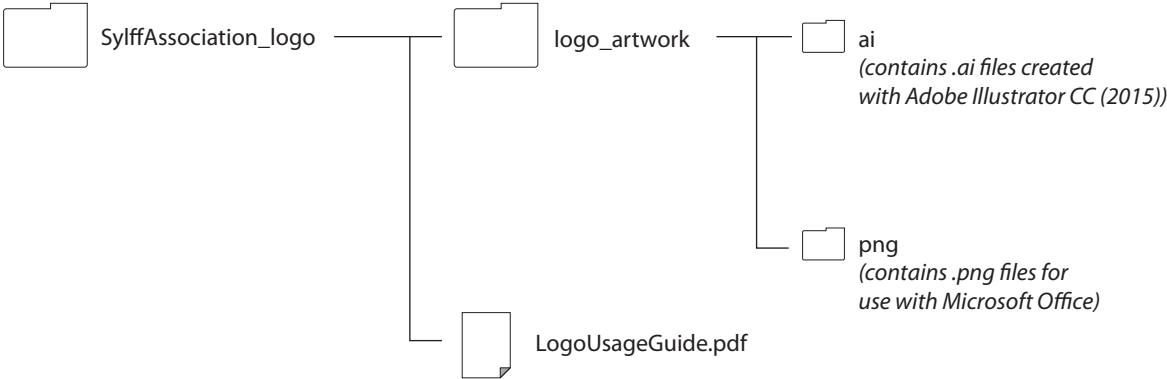
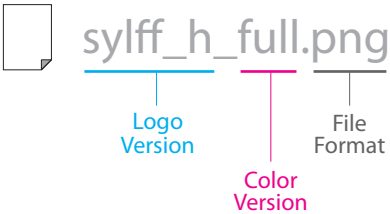


Logo Usage Guidelines

Folder structure



File names



Logo Version

sylff_h = Sylff Association–Horizontal
sylff_v = Sylff Association–Vertical
sylff = Sylff (with globe)
s = small (for .png files only)
m = medium (for .png files only)
l = large (for .png files only)

Color Version

full = Full color
bw = Black and White
rev = Reverse (white)
1c = One color (Sylff Blue)

File Format

ai = Adobe Illustrator CC (2015)
png = PNG (for use with Microsoft Office)

Horizontal

Usage: Priority Level 1



Vertical

Usage: Priority Level 2



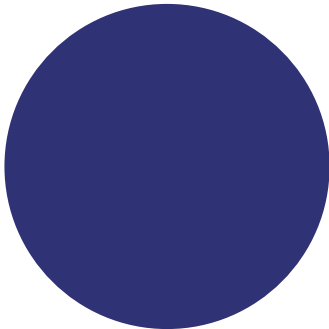
Logo

Usage: Priority Level 3



Main Color

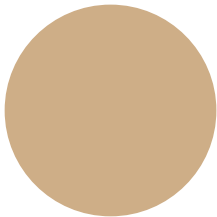
Sylff Blue



CMYK: C100 M100 Y30 K0 (DIC P-863)
RGB: R31 G40 B111
HEX: #1F286F

Supporting Color

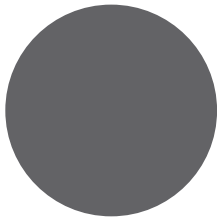
Sylff Gold



CMYK: C20 M30 Y50 K0 (DIC P-589)
RGB: R212 G182 B134
HEX: #D4B686

Supporting Color

Sylff Silver



CMYK: C0 M0 Y0 K75
RGB: R100 G100 B100
HEX: #646464

Printed Materials
Minimum Size



On-screen Media
Minimum Size



Please **Do Not**
change the color of the logo



Please **Do Not**
change the size of the globe



Please **Do Not**
squish, squash nor stretch the logo



Please **Do Not**
change or distort the logo



Full color (preferred version)

File name: sylff_h_full



One color

File name: sylff_h_1c



Black and White

File name: sylff_h_bw



Reverse

File name: sylff_h_rev



Full color (preferred version)

File name: `sylff_v_full`



One color

File name: `sylff_v_1c`



Black and White

File name: `sylff_v_bw`



Reverse

File name: `sylff_v_rev`



One color

File name: sylff_1c



Black and White

File name: sylff_bw



Reverse

File name: sylff_rev

