

# SONG FOUNDATION BRAND GUIDELINES

## PRIMARY LOGO

Use this logo whenever possible.



## VARIATIONS



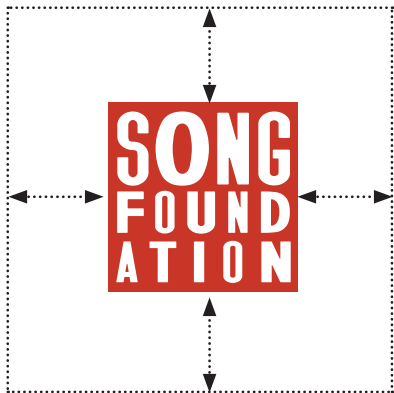
**BLACK LOGO**  
Use this logo when color is not an option.



**GRAYSCALE LOGO**  
Use this logo when color is not an option.



**REVERSE**  
Use this logo on dark backgrounds



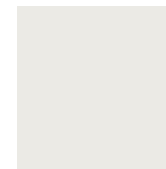
Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the letter 'S' on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



**SONG RED**  
PMS 7626  
CMYK: 14, 93, 100, 4  
RGB: 198 53 39  
HEX: #CB3A27



**WARM WHITE**  
PMS 4239  
(30% TINT)  
CMYK: 22,20,28, 0  
RGB: 201, 193, 179  
HEX: #EEEEBE7



**PLENTITUDE**  
PMS 2214  
CMYK: 83, 45, 42, 13  
RGB: 47, 111, 122  
HEX: #2F6F7A



**JOY**  
PMS 177C  
CMYK: 3, 52, 47, 0  
RGB: 232, 146, 124  
HEX: #E8927C



**FOREST**  
PMS 2411  
CMYK: 83, 46, 93, 55  
RGB: 28, 66, 32  
HEX: #1C4220



**FLANNEL**  
PMS 4277  
CMYK: 46, 42, 36, 3  
RGB: 143 139 144  
HEX: #8F8B90