



MASTER LOGO

The SIFT logo has been specifically designed as a singular unit and must not be used alone without the logotype. These correct variations of the logos are supplied to the company as the official brand. The logo represents the company’s values and its concept of proper match and connection.

LOGO COLOR PALETTE



RGB 130, 121, 122
CMYK 50%, 47%, 44%, 9%



PMS BLACK C
RGB 0, 0, 0
CMYK 0%, 15%, 15%, 100%



RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%

The colored version is preferred. However, white and black may be used if placed respectively upon a darker or lighter background.

LOGO TYPEFACE

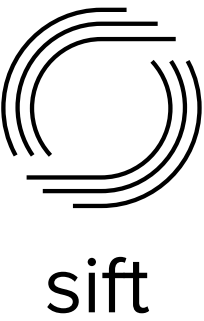
Proxima Nova Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

The logo’s typeface is Proxima Nova Regular. It was designed by Mark Simonson in 2005.

Proxima Nova was chosen for its combination of modern proportions and its geometric appearance. Often described as a hybrid of Futura and Akzidenz Grotesk, it is a modern looking sans serif font. A ligature was created between the bar of the ‘f’ and the one from the ‘t’ to make it look more unique and to emphasis the concept of “perfect match”.

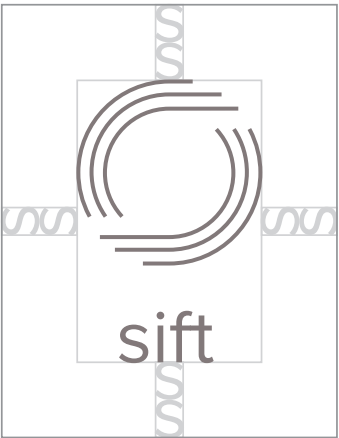


MINIMUM SIZE



The minimum size allowed for the logo’s legibility is 1” wide.

STAGING AREA



To preserve the SIFT logo’s integrity, it is important to maintain a minimum clear space around it. The clear space isolates the logo from any competing elements in the design such as text or other logos. The letter ‘s’ from the beginning of the word ‘sift’ from the logo is to be used twice all around the logo. The ‘s’ guideline should be proportionally enlarged or reduced in size.

RULES

- Don’t separate the mark from the logotype
- Don’t change the logo’s orientation
- Don’t warp or stretch the logo
- Don’t crop the logotype in any way
- Don’t change the typeface
- Don’t outline the logo in any color
- Don’t ignore the size specifications
- Don’t replace or re-create any part of the logo

- Don’t change the logo colors other than the specified versions
- Don’t put a box around the logo when placed
- Don’t apply any filters or textures to the logo
- Don’t apply shadows, glow effect or outlines to the logo
- Don’t use the logo on colors with poor contrast or similar colors
- Don’t place the logo on busy photography without the creative director’s consent