



Logo Branding Quick Guide

Sustainable Safari® LLC

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Logo Positioning

It is important to not violate the space around the logo. Allowing the logo to stand out by itself will ensure that the brand is easily identifiable.

Use a square (1:1) that fits the height of the "s" in Sustainable for your measurement to create a border box. Make sure nothing violates the perimeter of this imaginary box guide.



Logo DON'TS

The Sustainable Safari® logo should always be displayed in its approved format. It should never be modified. Altering the logo weakens the integrity and consistency of the brand. Keeping the readability of the logo is important.

Here are examples of what not to do with the logo. Solutions to some problem examples below include the approved treatments of the one color logo.



Do not stretch the logo.



Do not angle or rotate the logo.



Do not overlap objects on the logo.



Do not outline the logo.



Do not crop the logo.



Do not alter the spacing of the logo.



Do not change the color of the logo.



Do not change the logo transparency unless it is one color.



Do not place text or URLs under the logo. Use logos in the library.



Do not place the two color logo on a busy background.



Do not use a drop shadow on the full color logo. If one color background, the drop shadow must be larger than three pixels. (Less sharp, more soft and fuzzy.)



Do not use a one color logo on the same color background with a shadow.

Acceptable drop shadow and background treatment examples



The one color logo is readable on the busy background with a soft shadow.



5 pixels for the shadow size. The one color logo is readable on a light background with a soft shadow.



85% transparency on the white logo for watermarking is acceptable.