Sustainable Harvest

INTERNATIONAL

STYLE GUIDELINES

PRIMARY LOGO

The primary logo should be used in most situations: letterhead, collateral, publications, promotional ads, etc. This is a single color logo using the primary color values listed on page 4 of this guide.

GRAYSCALE USAGE

The dark gray logo can be used wherever color is not allowed and the background is less than 20% black. The value for this logo is 90% black (K) ink.

The all-white logo should be used whenever the background exceeds 20% black ink.

SIZING GUIDELINES

.85"

For legibility, the logo should not be less than .85" in height. For smaller applications, use secondary logo.

CLEAR SPACE

To ensure proper presentation of the primary logo, a certain amount of "clear space" must surround the logo. This space must be free and clear of any elements such as type, images, graphics, or other logos.

The formula for determining the proper amount of clear space is shown at left. The space that surrounds the logo should measure no less than 1X where X is the width of the mark at its widest point.

SUSTAINABLE HARVEST INTERNATIONAL

The secondary logo is for or use when sizing or space requirements make primary logo unusable. This is a single color logo using the primary color values listed on page 4 of this guide.

GRAYSCALE USAGE

SUSTAINABLE HARVEST INTERNATIONAL

The dark gray logo can be used wherever color is not allowed and the background is less than 20% black. The value for this logo is 90% black (K) ink.

SUSTAINABLE HARVEST INTERNATIONAL

The all-white logo should be used whenever the background exceeds 20% black ink.

SIZING GUIDELINES

SUSTAINABLE HARVEST INTERNATIONAL

1"

For legibility, the logo should not be used at any size less than 1" in width.

CLEAR SPACE

X

X

SUSTAINABLE HARVEST INTERNATIONAL

X

X

To ensure proper presentation of the secondary logo, a certain amount of "clear space" must surround the logo. This space must be free and clear of any elements such as type, images, graphics, or other logos.

The formula for determining the proper amount of clear space is shown at left. The space that surrounds the logo should measure no less than 1X where X is the width of the mark at its widest point.

The badge logo is to be used by subsidiaries, and also for t-shirts, mugs, and other promotional items as needed.

When not used for subsidiaries, the country name can be replaced by tagline (if short enough) or "Since 1997" to emphasize SHI's history and experience.

GRAYSCALE AND INVERSE USAGE

The dark gray logo can be used wherever color is not allowed and the background is less than 20% black. The value for this logo is 90% black (K) ink.

The gray on white badge logo should be used for grayscale purposes whenever the background exceeds 20% black ink. When color is allowed, the green on white logo should be used for dark backgrounds.

SIZING GUIDELINES

For legibility, the logo should not be used at any size less than 1" in width.

CLEAR SPACE

To ensure proper presentation of the badge logo, a certain amount of "clear space" must surround the logo. This space must be free and clear of any elements such as type, images, graphics, or other logos.

The formula for determining the proper amount of clear space is shown at left. The space that surrounds the logo should measure no less than 1X where X is the width of the mark at its widest point.

Do not stretch or warp any logo disproportionatley

Do not change the approved colors of logos
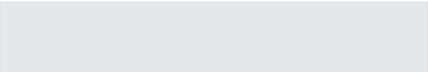
Do not change the typefaces of logos

Do not integrate logos into copy

COLOR PALETTE

PRIMARY COLOR

	CMYK	RGB	HEX	PANTONE	
	89 / 43 / 73 / 40	13 / 81 / 65	#0D5141	343 C	

SECONDARY COLORS

	CMYK	RGB	HEX	PANTONE	
	9 / 98 / 93 / 1	217 / 39 / 46	#D8262E	1795 C	
	2 / 66 / 100 / 0	239 / 118 / 34	#EF7521	158 C	
	0 / 23 / 91 / 0	255 / 198 / 39	#FFC627	123 C	
	63 / 7 / 34 / 0	90 / 183 / 178	#5AB6B2	7472 C	
	57 / 62 / 69 / 53	72 / 59 / 50	#483B32	7554 C	

ACCENT GRAYS

	CMYK	RGB	HEX	PANTONE	
	0 / 0 / 0 / 10	230 / 231 / 232	#E6E7E8	N/A	
	0 / 0 / 0 / 50	147 / 159 / 142	#939597	N/A	

HEADINGS AND SUBHEADINGS

ALTERNATE GOTHIC NO3 D

PROXIMA NOVA BOLD ALL CAPS

Whenever possible, headings should use Alernate Gothic No3 D, all caps, regular weight. Subheadings should use Proxima Nova, all caps, bold weight. This includes website and print usage.

LEAGUE GOTHIC

MONTSERRAT BOLD

In Canva and similar layout programs where Proxima Nova and Alternate Gothic are not available, it is acceptable to use League Gothic all caps (with +30 letter spacing) for headings, and Montserrat all caps bold for subheadings.

BODY COPY AND TEXT BLOCKS

Proxima Nova regular

Proxima Nova regular weight should be used for all applications that require large blocks of text, including website, print material, and word processing.

Montserrat Light

Trebuchet

In applications where Proxima Nova is not available (ie: Canva or Mailchimp), Montserrat Light is the preferred font for body text. Trebuchet can be used only when Montserrat is not available.

CAPTIONS AND CREDITS

Proxima Nova Extra Condensed Light (print)

Proxima Nova Light Italics (web)

Proxima Nova Extra Condensed Light should be used for photo and illustration captioning in all print applications. Proxima Nova Light italic should be used for captions on the website.

Economica italics (Canva)

Tahoma italics (Mailchimp)

In applications where Proxima Nova is not available (ie: Canva or Mailchimp), Economica italic is the preferred font for captions. Tahoma italic can be used only when Economica is not available.

USE OF ACRONYMS

In all outward-facing communications and public relations material, Sustainable Harvest International is to be used in its entirety whenever possible. It is preferable, in public communications, to use descriptors such as "the organization" instead of an acronym when use of the full name becomes repetitive.

For communications to existing supporters familiar with Sustainable Harvest International, the acronym "SHI" can be used sparingly, and only after the full name is used once in a written piece with "(SHI)" directly following it.

For visual uses (ie: as a watermark or brand mark on photos), use of the logo brandmark should be used instead of SHI.