

The logo for SAA Show features the text 'SAA Show' in a bold, sans-serif font. 'SAA' is in yellow and 'Show' is in white. The text is centered over a large, semi-transparent blue sphere with a yellow ring around its equator. The background consists of various shades of blue with abstract, overlapping circular shapes.

**SAA Show**

## **BRAND GUIDELINES**

V1 OCTOBER 2023

# PRIMARY COLOURS



**Schools Dark**

#183a68

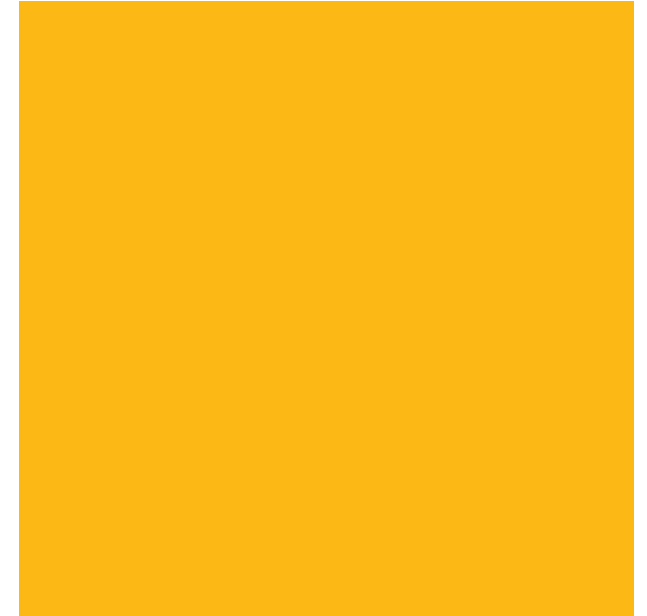
C 100  
M 80  
Y 30  
K 20



**Schools Topaz**

#169fdb

C 75  
M 20  
Y 0  
K 0

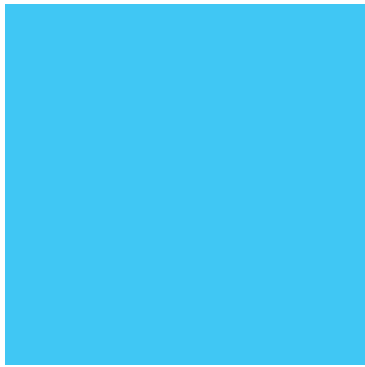


**Schools Gold**

#fbb000

C 0  
M 30  
Y 100  
K 0

# SECONDARY COLOURS



**Estates Blue**

#5bc5f2

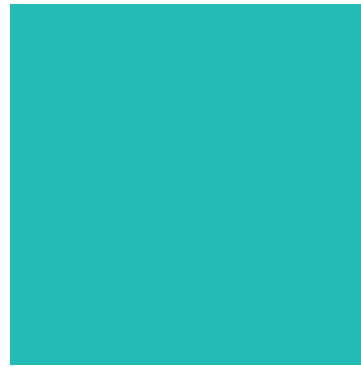
C 60  
M 0  
Y 0  
K 0



**SEND Turquoise**

#03979d

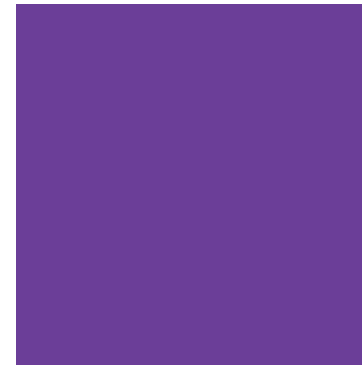
C 80  
M 20  
Y 40  
K 0



**EdTech Green**

#35b6b4

C 70  
M 0  
Y 35  
K 0



**Schools Amethyst**

#6e368c

C 70  
M 90  
Y 0  
K 0

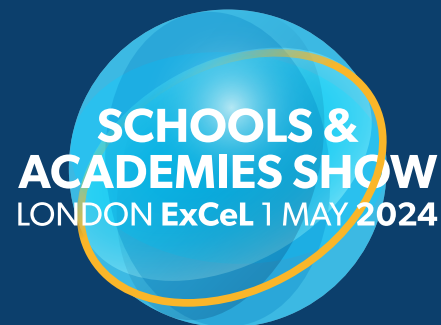
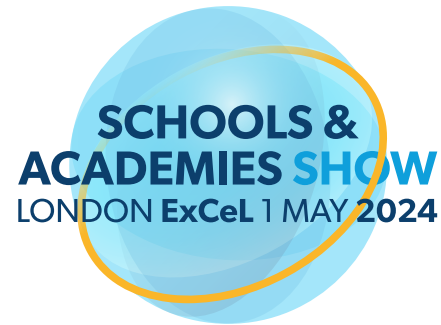


**Schools Gold**

#de007e

C 5  
M 100  
Y 0  
K 0

# LONDON LOGO VERSIONS



# BIRMINGHAM LOGO VERSIONS



# MINIMUM SPACE REQUIREMENT



The **Minimum Space Requirement** is the space you should give the logo to breathe in order that it may look it's best.

Shown here by the solid red line, you should not place the logo next to other objects that would fall inside the solid red line. It also represents the closest the logo should be placed to the edge of a page.

In order to calculate the Minimum space, measure the area between the central sphere and the edge of the logotype, then add this measurement all around the logo.

# FONTS

## MULISH EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH EXTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

## MULISH BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@£\$%^&\*()\_+{}:"<>?

### MULISH IS A FREE GOOGLE FONT

Download a copy here and contact IT if you need assistance installing on your computer

<https://fonts.google.com/specimen/Mulish>