



Guide for Graphics & Logo Usage

Folder Path: Sound Philanthropy Team Folder > SP_Marketing_Brand_Website > Logos 2024

VECTOR > PRINT

- An **EPS** file is a vector file format widely used in professional printing and graphic design. It uses mathematical equations to define lines and shapes rather than pixels, allowing for **scalability without loss of quality**. EPS files are ideal for large-scale printing such as **billboards and posters**.
- **CMYK** is a subtractive color model used in printing, where colors are created by mixing different amounts of **cyan, magenta, yellow, and black** inks. It is best suited for **printed materials** like business cards, posters, and other physical media. (Alternate: **Pantone**)
- Examples: printed materials, custom swag

WEB > DIGITAL

- A **PNG** (Portable Network Graphics) file is highly compressible and mostly used for **web graphics, logos, charts, and illustrations**, rather than high-quality photographs, because they take up more storage space than JPEGs. One thing PNGs offer that JPEGs don't is the ability to handle **transparent backgrounds**.
- A **JPG/JPEG** (Joint Photographic Experts Group) file is one of the most common ways to store **digital photos**. Many modern cameras use them to shoot and store images. JPEGs go through a compression process to significantly reduce the image file size — making them **easier to store and load on webpages**.
- **RGB** is an additive color model used for digital displays, where colors are created by combining different amounts of **red, green, and blue light**. It's ideal for images intended for **screens, websites, or digital** devices. (Alternate: **HEX**)
- Examples: website, graphic design



IMAGES & LINKS

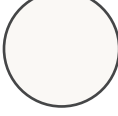
Image	File Name	When to use	File Type
	SP_icon_large	Favicon (Social Media)	EPS
			JPG
			PNG
	SP_icon_small.eps	Favicon (Social Media)	EPS
			JPG
			PNG
	SP_logo_horizontal_1color	Limited Color (Swag)	EPS
			JPG
			PNG
	SP_logo_horizontal_color_alt	Alternate	EPS
			JPG
			PNG
	SP_logo_horizontal_color_main	MAIN	EPS
			JPG
			PNG
	SP_logo_horizontal_reverse	Alternate, Dark Background	EPS
			PNG
	SP_logo_horizontal_white	Limited Color (Swag)	EPS
			PNG
	SP_logo_vertical_1color	Limited Space Limited Color (Swag)	EPS
			JPG
			PNG
	SP_logo_vertical_color_alt	Alternate Limited Space	EPS
			JPG
			PNG
	SP_logo_vertical_color_main	MAIN Limited Space	EPS
			JPG
			PNG
	SP_logo_vertical_reverse	Alternate, Dark Background Limited Space	EPS
			PNG
	SP_logo_vertical_white	Limited Space Limited Color (Swag)	EPS
			PNG



Fonts

Main Heading	Raleway, bold, size 20
OCCASSIONAL SUBHEADING	Raleway, all caps, bold, size 14
Body text	Aptos / Regular, size 12 (dark text over light / white text over dark)

Colors

Type	Color	Color Model	Codes
Primary Colors (most often used)		RGB CMYK HEX Pantone	29 41 69 93 82 45 46 1d2945 533 C
		RGB CMYK HEX Pantone	251 173 70 0 37 82 0 fbad46 804 C
		RGB CMYK HEX Pantone	226 219 211 11 11 14 0 e2dbd3 Cool Gray 1 C
Accent Colors (pops of color)		RGB CMYK HEX Pantone	131 180 207 48 17 10 0 83b4cf 542 C
		RGB CMYK HEX Pantone	12 129 159 85 37 28 2 0c819f 314 C
		RGB CMYK HEX Pantone	207 77 39 13 84 100 3 cf4d27 173 C
Neutral Colors (text, utilitarian purposes)		RGB CMYK HEX Pantone	69 70 71 67 60 58 42 454647 446 C
		RGB CMYK HEX Pantone	250 248 245 1 1 2 0 faf8f5 N/A



ADDITIONAL RESOURCES

1. [Style Guide 2024 \(PDF\)](#)

Sound Philanthropy Style Guide

Primary colors Use these colors the most

	RGB 29 41 69 CMYK 93 82 45 46 HEX 1d2945 PANTONE 533 C
	RGB 251 173 70 CMYK 0 37 82 0 HEX fba446 PANTONE 804 C
	RGB 226 219 211 CMYK 11 11 14 0 HEX e2bd3 PANTONE Cool Gray 1 C

Accent colors Use these for "pops" of fun

	RGB 131 180 207 CMYK 48 17 10 0 HEX 83b4cf PANTONE 542 C
	RGB 12 129 169 CMYK 85 37 28 2 HEX 0c819f PANTONE 314 C
	RGB 207 77 39 CMYK 13 84 100 3 HEX c14d27 PANTONE 173 C

Neutral colors Use for text and utilitarian purposes

	RGB 69 70 71 CMYK 67 60 58 42 HEX 454647 PANTONE 446 C
	RGB 250 248 245 CMYK 1 1 2 0 HEX f4f5f5 PANTONE N/A

Your fonts

Main heading
Ruleway / bold

OCCASIONAL SUBHEADING
Ruleway / all caps / bold w/ 40 letter spacing

Body text
Open Sans / Regular (when dark text over light backgrounds) or Medium (when white text over dark backgrounds)

Logo file types

.EPS
.EPS files are vector files, which means their quality does not degrade when they are enlarged. You use this file for print design, swag items, and other applications where really high resolution images are needed.

.PNG
.PNG files are web image files that will degrade if they are enlarged too much. PNGs have transparent backgrounds and are best used in web/in-line applications.

.JPG
.JPGs are similar to .pngs and are used in web application. The difference is that they are not transparent.

Color codes FYI

RGB
RGB colors are for monitors and screens

CMYK
CMYK is usually for paper prints

HEX
Hex (also called HTML) is for websites and apps

PANTONE
PANTONE is usually for promotional materials prints (swag)

Logo Types and Usage

VERTICAL LOGO LOCKUPS
For applications of limited/compact space.

HORIZONTAL LOGO LOCKUPS
For when there's lots of space or when it's necessary (such as in your website's header). This is your main logo.

WHITE AND REVERSE LOGOS
These are logos meant for laying on top of photos or laying on top of darker backgrounds

ALTERNATIVE COLOR LOGO
This is an alternative color version of your logo. Should be used sparingly and in unique cases where the main logo might not be appropriate (such as in specific designs)

ONE COLOR LOGO
For when full color is not an option or too costly (such as when printing swag)

ICONS
For use in social media profile pics mostly, your icons are meant to be used in really email formats.

Logo best practices

Give your logo plenty of white space around it when in use. Don't let touch any other element and don't let it get too crowded with other elements. A good rule of thumbs is to give your logo at least the height of the "S" in white space all around the logo.

Don't let others alter your logo (which means changing color, stretching it out, changing the size of it, etc).

Don't use the logomark by itself, unless in very special cases (such as as icon next to where the name appears)

STACY NGUYEN CREATIVE

2. [Style Guide \(PPT\)](#)
3. [Style Sheet \(Printable\)](#)
4. [Sound Philanthropy Logo Locations](#)