

Logos

Wordmark

SANMAR

Horizontal Tagline

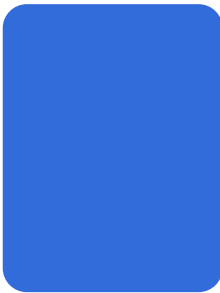
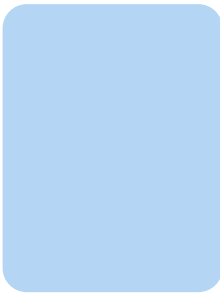
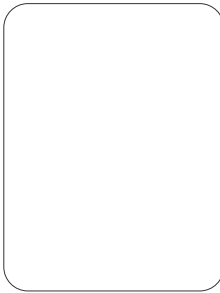
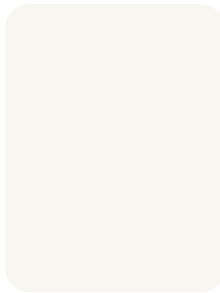
SANMAR | Together, for Good.

Stacked Tagline

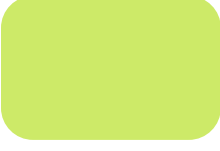
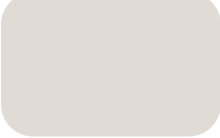
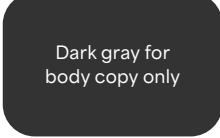
SANMAR
Together, for Good.



Primary Color Palette

					
Foundation Blue CMYK: 100, 80, 41, 35 RGB: 9, 51, 84 HEX: #093354 PMS: 7463C	Deep Blue CMYK: 100, 80, 16, 3 RGB: 7, 73, 141 HEX: #074A8D PMS: 301C	Core Blue CMYK: 81, 55, 0, 0 RGB: 50, 108, 219 HEX: #326CDB PMS: 2727C	Sky Blue CMYK: 26, 8, 0, 0 RGB: 181, 213, 245 HEX: #B5D5F5 PMS: 277C, 85% tint	White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #FFFFFF	Off-White CMYK: 2, 2, 7, 0 RGB: 248, 246, 240 HEX: #F8F6F0 PMS: WG 1C, 20% tint

Secondary Color Palette

	Sonic Green CMYK: 80, 7, 76, 0 RGB: 21, 168, 111 HEX: #15A86F PMS: Pantone Green C		Rucksack Orange CMYK: 0, 77, 100, 0 RGB: 241, 95, 20 HEX: #F15F14 PMS: 1585C
	Forest Green CMYK: 90, 46, 65, 38 RGB: 6, 81, 75 HEX: #06514B PMS: 3302C		Heritage Orange CMYK: 29, 63, 87, 16 RGB: 161, 99, 55 HEX: #A16337 PMS: 730C
	Field Green CMYK: 23, 0, 73, 0 RGB: 205, 234, 104 HEX: #CDEA68 PMS: 374C		Origin Yellow CMYK: 3, 12, 83, 0 RGB: 250, 215, 73 HEX: #FAD749 PMS: 129C
	Warm Gray CMYK: 11, 10, 13, 0 RGB: 224, 220, 213 HEX: #E0DCD5 PMS: Warm Gray 1C		Dark Gray CMYK: 69, 63, 62, 58 RGB: 51, 51, 51 HEX: #333333 PMS: Black 7C

Color Proportion

This infographic demonstrates brand color usage. Use secondary colors with restraint to maintain an overall blue look and feel to the brand.



Typography

Aa

Financier Display

Use for headlines only. The Light weight is best for text above 48 points. Use Regular for smaller headlines or digital applications. When Financier is not available, use Georgia. Access from the media library > Brand SanMar portal.

Aa

Area

Use for body copy, captions, subheads, and headlines. Semibold for body copy and captions. Extrabold for subheads and headlines. When Area is not available, use Arial. Access from the media library > Brand SanMar portal.