

# SGP BRAND GUIDELINES

## PREFERRED Full 4Color Process Logos

## ACCEPTABLE Black or White Reverse Logos

**PATRON**  
This logo is reserved for use by SGP Patron companies ONLY.



**CERTIFIED FACILITY**  
ONLY SGP companies who have received a certification number are approved to use this logo. Use of the certification number with the logo is encouraged, but is optional.



**GENERIC**  
For promotional use ONLY when smaller reproductions of the subheading is not readable.



**PROMOTIONAL**  
For general use ONLY by Patrons, Certified partners and other board-approved affiliates, towards the promotion of SGP.



*The SGP logo should only be reproduced in process colors, black or reversed to white, or no color, as shown.*

### BRAND TYPE FONTS

All SGP communication and marketing materials should only use Arial Regular, Arial Italic or Arial Bold typefaces.

### ACCENT COLORS

Suggested design accents should be limited to these process and PMS colors:

Light Blue – 40 Process Cyan or solid PMS 311

Blue – 100 Cyan or solid PMS Process Blue

Green – 100 Cyan plus 100 Yellow or solid PMS 355

Light Green – 50 Cyan plus 50 Yellow or solid PMS 345

### PRINTED MATERIALS

Towards consistent brand usage and the best quality reproduction in commercially printed materials, it is recommended to use the native Adobe Illustrator (.ai) file whenever possible. The fonts have been converted to paths and do not require font packages.

### DIGITAL REPRODUCTION

Other file formats: .eps, .gif, .jpg, .pdf, .tif, are available for your use in PowerPoint, Videos, MSWord documents, email, web pages etc.