Brand Guidelines

Rules and guides for the design elements of our brand
Proportions & Clear Space

We've defined an exclusion zone around the Silicon Valley Leadership Group logo that is designed to prevent text or other graphic elements from interfering with its design or readability. Proportions, space, and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.
Incorrect Usage.

The logo must be used as is and not be altered in any way; this means that you **MUST NOT**:

- Change the logo’s orientation or rotation.
- Disproportionately scale the logo.
- Change the logo’s colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo’s text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo’s designated clear space.
- Crop the logo in any way.
Logo on Photographs.

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.
Logo on Photographs.

When the image is too crowded, use a background rectangle to make the logo stand out.
Our company colours are professional and modern, expressing who we are.

**Pantone 296 C and Pantone 2925** are the main colors of the Silicon Valley Leadership Group identity so they the strongest presence on our brand.

In monocolor formats, Process White complements the blue colors, creating balance and making the palette convey a strong sense of trust, wisdom, and stability.

Colors have been meticulously selected based on the psychological and practical value that they bring to the palette. Thus, alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.

The Silicon Valley Leadership Group logotype can be produced only from these colors.

Please select the most appropriate color for your communication and over time try to use them equally so we don’t become associated with just one color. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

The secondary color palette may be used in **EXTREME MODERATION** when you require an alternate option for items like accents, charts, diagrams or special highlights. They are not to be used as a primary color.
<table>
<thead>
<tr>
<th>Book</th>
<th>Medium</th>
<th>Heavy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational. How’s your head?</td>
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Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif: Franklin Gothic and Prospectus Pro M.
Prospectus Pro M

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ,,?!(@+=/\) $%&

Regular
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational. How’s your head?

Bold
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational. How’s your head?

Black
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational. How’s your head?
Corporate Identity
A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

Identity Manual
A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

Logo
A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark).

Typeface/Font Family
In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry. There are thousands of different typefaces in existence, with new ones being developed constantly.

Stationery
Stationery has historically pertained to a wide gamut of materials: paper and office supplies, writing implements, greeting cards, glue, pencil cases and other similar items.

Template
A pre-developed page layout in electronic or paper media used to make new pages with a similar design, pattern, or style.

Brand
Brand is the “name, term, design, symbol, or any other feature that identifies one seller’s product distinct from those of other sellers.” Initially, branding was adopted to differentiate one person’s cattle from another’s by means of a distinctive symbol burned into the animal’s skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK
The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The “K” in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

RGB
The RGB color model is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors. The name of the model comes from the initials of the three additive primary colors, red, green, and blue.

Primary Colors
The core selection of identifying colors that are used in a logo.

Palette
A given, finite set of colors for the management of digital images.
For additional information please contact the brand office at info@svlg.org or call (408)501-7864
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