

# LOGO MANUAL BRAND GUIDELINES

***SIDR***

# INTRODUCTION

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The SIDR Logo Manual is a document that sets forth the basic rules for the use of the graphic elements of the SIDR logo and logotype in order to maintain a uniform visual style.

To preserve the longest possible life span of the brand, it is highly recommended that the rules set forth in this Logo Manual be adhered to. Each user of the SIDR logotype is required to respect the rules set forth in this document in any and all business correspondence, internal and external communication, marketing and advertising materials.

## BRAND STRATEGY

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The main objective of SIDR is: **to offer the finest honey products to the consumer.** The identity strengthens SIDR's equity, solves the brand's key challenges, and visually prepares it to leading the industry. The brand's strategy reveals increased user perceptions of trust, youth, innovation, energy; provides more impact and distinction in look and feel.

## BRAND HIGHLIGHTS

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SIDR is one of the finest honey brands in the world. The brand identity has been shaped to better represent the pioneering vision of our brand. This guide was created as a first step to take the opportunity to address growth targets in the real world. To focus on a key theme for the design; progressiveness the overall direction to highlight growth, which has always been part of the SIDR logo - harking back to the brand's heritage, and affirming a forward-thinking spirit.

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# ABOUT THE LOGO

The inspiration for SIDR's global logo font only consists of uppercase letters. This makes it more serious and professional, human, modern, and fresh. The face of SIDR, the logo, is a clear representation of the company's characteristics.

The characters are almost mirrored images of themselves as they borrow shapes from each other.

## PHILOSOPHY BEHIND THE LOGO

In the SIDR logo, the curves of the letters match and it is a typographic logo with a  $66.5^\circ$  tilt.

1



♦ All angles are measured to be parallel to each other and at the same angle.

2



♦ All letters have matching angles and curvatures within each other. It is an important visual element that enhances the unique, elegant and premium feel of the brand.

## LOGO CONSTRUCTION AND PROTECTIVE ZONE

The logo construction was created with the letter "I", which is the letter of the SIDR logo. In the same way, the protective zone was created proportionally to the letter "I".



♦ Protective zone rates.



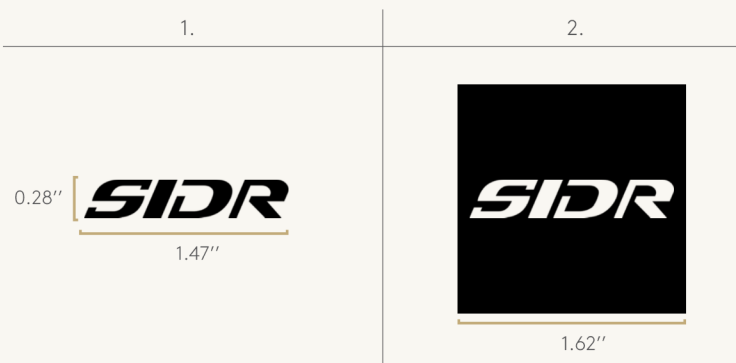
# LOGO SIZES

The minimum dimensions provide values depicting the minimum possible size of a logotype reproduction that maintains the sufficient legibility of the logo.

The above restrictions are required in the case of printed materials in inch as well as digital communications in pixels at a resolution of 72 Dpi.

## PREFERRED SIZE

If the SIDR logo is to be used alone on an 8.5" x 11" page, the 1.47" size should be used.

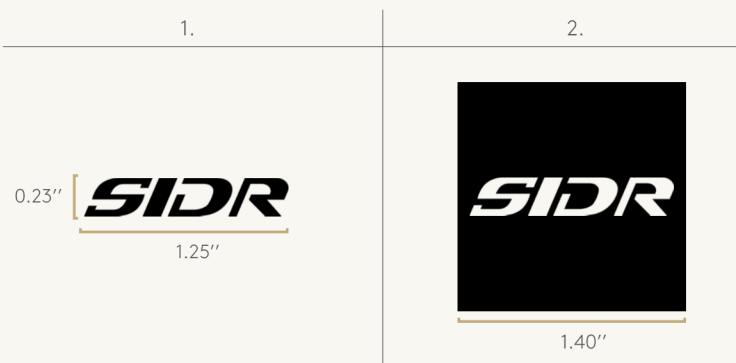


### PREFERRED SIZE 1:1

1. Centered Version-116 px
2. Negative Horizontal Version-104 px

## MINIMUM SIZE

1.25" width and 0.23" height is the minimum size for the logotype.



### MINIMUM SIZE 1:1

1. Centered Version-89 px
2. Negative Horizontal Version-100 px



# LOGO FEATURES

The SIDR logo is the foundation of the SIDR visual style. Under the Logo Manual, it is permitted to use three basic logo versions and negatives.

One of the two main criteria for the proper use of the SIDR logotype is compliance with the prescribed colours. It is prohibited to use colours other than the prescribed corporate colours of the logo. Colour changes in shades or gradients or other forms of visual deformation aren't allowed.

## LOCKUP VARIATIONS

### 1. POSITIVE VERSION



1.



2.



3.

#### POSITIVE VERSION

1. Centered Version-BLACK
2. Centered Version-WHITE
3. Centered Version-GOLD

### 2. NEGATIVE VERSION



1.



2.



3.

#### NEGATIVE VERSION

1. Centered Version-BLACK
2. Centered Version-WHITE
3. Centered Version-GOLD

## PROHIBITED USES OF THE LOGO

- ◆ Don't distort the logo in any way.
- ◆ Don't add drop shadow.
- ◆ Don't add any kind of gradients.



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# COLOUR PALETTE

While SIDR's colors have a serious and premium feel, they are also colors that represent strength, health and confidence from nature. These concepts, which are adopted institutionally, are reflected in every part of the brand, as in the colors.

<b>BLACK.</b> <hr/> Primary.  C:75 M:68 Y:67 K:90 R:0 G:0 B:0 HEX:#000000	<b>SOOTY.</b> <hr/> Tone.  C:75 M:68 Y:64 K:80 R:19 G:20 B:22 HEX:#131416	<b>BUNKER.</b> <hr/> Secondary.  C:75 M:67 Y:62 K:73 R:29 G:31 B:34 HEX:#D1D1F2	<b>EBONY CLAY.</b> <hr/> Tone.  C:71 M:64 Y:59 K:55 R:52 G:53 B:56 HEX:#343538	<b>SCAPA FLOW.</b> <hr/> Secondary.  C:64 M:56 Y:53 K:29 R:87 G:87 B:89 HEX:#575759	<b>MID GRAY.</b> <hr/> Tone.  C:58 M:50 Y:48 K:16 R:109 G:109 B:110 HEX:#6D6D6E
	<b>OSLO GRAY.</b> <hr/> Tone.  C:47 M:38 Y:38 K:2 R:142 G:143 B:144 HEX:#8E8F90	<b>IRON.</b> <hr/> Tone.  C:37 M:33 Y:33 K:0 R:210 G:210 B:211 HEX:#D2D2D3	<b>WESTAR.</b> <hr/> Tone.  C:10 M:8 Y:12 K:0 R:226 G:224 B:218 HEX:#E2E0DA	<b>PALAIS.</b> <hr/> Tone.  C:4 M:4 Y:9 K:0 R:236 G:232 B:229 HEX:#F3FEF5	<b>PURE WHITE.</b> <hr/> Tone.  C:1 M:1 Y:4 K:0 R:249 G:247 B:242 HEX:#F9F7F2
<b>WHITE.</b> <hr/> Primary.  C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX:#FFFFFF	<b>SLICK.</b> <hr/> Tone.  C:44 M:42 Y:43 K:5 R:147 G:137 B:133 HEX:#938985	<b>ANGELIC.</b> <hr/> Tone.  C:8 M:4 Y:16 K:0 R:234 G:233 B:215 HEX:#EAE9D7	<b>HOVER.</b> <hr/> Tone.  C:11 M:10 Y:11 K:0 R:225 G:221 B:218 HEX:#E1DDDA	<b>DECOR.</b> <hr/> Tone.  C:7 M:6 Y:9 K:0 R:236 G:232 B:225 HEX:#ECEBE1	<b>SPRING WOOD.</b> <hr/> Tone.  C:3 M:2 Y:7 K:0 R:249 G:247 B:242 HEX:#F9F7F2
	<b>SNOW WINTER.</b> <hr/> Tone.  C:3 M:2 Y:4 K:0 R:244 G:243 B:240 HEX:#F4F3F0	<b>COOL DECEMBER.</b> <hr/> Tone.  C:1 M:1 Y:2 K:0 R:252 G:251 B:248 HEX:#FCFBF8			
<b>HONEY.</b> <hr/> Secondary.  C:28 M:38 Y:98 K:4 R:184 G:149 B:53 HEX:#B89535	<b>ROTI.</b> <hr/> Tone.  C:28 M:36 Y:90 K:3 R:186 G:153 B:65 HEX:#BAP941	<b>HUSK.</b> <hr/> Tone.  C:27 M:35 Y:84 K:2 R:187 G:156 B:76 HEX:#BB9C4C	<b>ESCAPADE GOLD.</b> <hr/> Tone.  C:27 M:33 Y:78 K:2 R:189 G:160 B:88 HEX:#BDA058	<b>DESERT MOSS.</b> <hr/> Tone.  C:26 M:32 Y:72 K:1 R:191 G:164 B:99 HEX:#BFA453	<b>GOLD.</b> <hr/> Secondary.  C:25 M:29 Y:59 K:1 R:194 G:171 B:122 HEX:#C2A87A PANTONE: 4005 C
	<b>SUGAR PIE.</b> <hr/> Tone.  C:23 M:32 Y:56 K:1 R:198 G:168 B:124 HEX:#C6A67C	<b>ANZAC.</b> <hr/> Tone.  C:33 M:33 Y:86 K:0 R:221 G:170 B:70 HEX:#DDAA46	<b>TULIP TREE.</b> <hr/> Tone.  C:9 M:23 Y:89 K:0 R:235 G:192 B:43 HEX:#EBC03F	<b>GOLD TIPS.</b> <hr/> Tone.  C:15 M:16 Y:100 K:0 R:229 G:200 B:19 HEX:#E5C813	<b>TULIP TREE.</b> <hr/> Tone.  C:9 M:14 Y:58 K:0 R:234 G:209 B:130 HEX:#EAD182



# TYPE- FACES

The SIDR typeface was selected specifically to represent the brand. It is used within the logo itself and throughout web, digital and print design. It is structured and has a great flow which enables practicality throughout all medias.

## Primary Typeface

**Brown - Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Secondary Typeface

**Brown - Medium**

## Tertiary Typeface

**Brown - Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Quaternary Typeface

**Brown - Light**

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