



# Brand Usage Guidelines

These guidelines contain the complete terms and conditions for use of the SIFE Brand by individual teams and countries. They define the visual and verbal elements that make up the SIFE brand.

They include explanations, guidelines and indications on how to produce professional co-branded marketing tools.

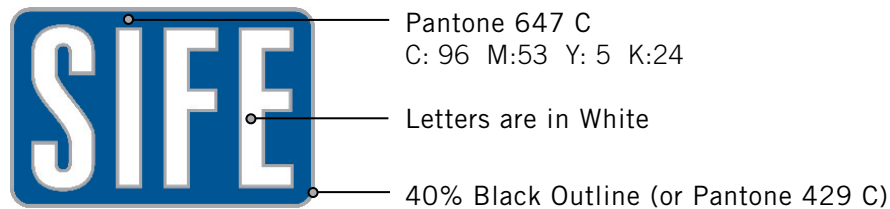
## Logo Usage

As an enrolled SIFE team or country, you are authorized to use the SIFE name and logo in association with your country/team's operational and educational activities—so long as those activities are consistent with SIFE's mission and official Code of Conduct.

The SIFE logo is a registered trademark and the following guidelines must be adhered to.

### Example of Colors

The color version of the SIFE logo is the preferred expression of our identity. When only one color is available, print the logo in black. Logo colors to be used:



The use of a black and white logo is permitted (40% black outline or Pantone 429 C with letters in white).



If possible, do not reverse the logo. However, if a reversed logo must be used the outlines can be removed and the blue portion of the logo converted to white, with the letters matching the background.



*-logo usage cont.*

## Web

Equivalent web colors are:

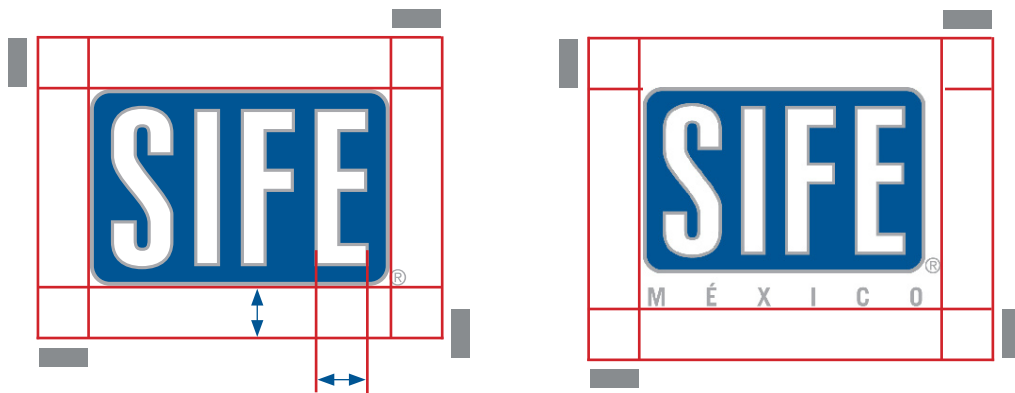
Blue 165788

Grey A7A9AC

White FFFFFFF

## Logo Clear Space

In order for the SIFE identity to be communicated effectively, other graphic elements must be positioned at a specified minimum distance away from the logo. This is known as clear space. The SIFE logo clear space is equivalent to the width of the “E” of SIFE on the logo which you are using.



## Placing the Logo on Backgrounds

Background control is important in maintaining the legibility of the SIFE logo and the integrity of the SIFE brand. In general, select backgrounds that complement the SIFE logo well.



*-logo usage cont.*

## Minimum Logo Size

The SIFE logo must measure no less than 3/4" (0.75") width with the exception of use for promotional products, such as pens, keychains, etc.



3/4" (0.75")

## Resizing

Every SIFE logo, including country/team logos, is a complete, single piece of electronic art – the individual elements that make up any logo configuration should never be resized independent of one another. Likewise, logo configurations should never be stretched or distorted in any manner.



*-logo usage cont.*

### Prohibited Logo Usage

Do not apply fills, outlines or shadows to the logo. Every SIFE logo is a complete piece of electronic art—it is not to be altered in any way that is inconsistent with the SIFE Brand Usage Guidelines.



The SIFE logo may not be used in a manner that would disparage SIFE.

## SIFE Logo Generator

You can use the SIFE Logo Generator to create a team logo. To access the Logo Generator, login to your online account at [www.sife.org](http://www.sife.org). The SIFE Logo Generator will produce a custom logo that complies with the SIFE trademark guidelines for your use.

SIFE teams are not permitted to reproduce the SIFE name or logo without the attachment of their college/university name. The name is placed directly under the SIFE logo and justified.



\* The SIFE logo is a registered trademark and the property of Students In Free Enterprise (SIFE). SIFE reserves the right to deny permission to reproduce its logo for any reason it deems inappropriate. Any unauthorized use of the logo may violate copyright and trademark laws.

## Registered Mark Use

The SIFE logo and other trademarks are among the most critical elements of SIFE's identity and convey many aspects of the SIFE organization. Proper use of the SIFE logo and trademarks are important.

The Registered Mark ® should be used in every prominent use of the SIFE logo, with exception to special circumstances, such as some promotional and award materials. The Registered Mark should always appear on the bottom right side of the SIFE logo in the color of the outline—for example, when using the color version of the logo the mark will be in 40% Black Outline or Pantone 429 C (web color A7A9AC). The Registered Mark should appear with the SIFE logo when used in printed marketing materials and certain electronic materials, such as web pages, websites, etc.

When using the SIFE logo for promotional items, the Registered Mark should be used unless restricted by production. In certain instances, the Registered Mark may be left off to maintain the integrity of the image. For example, the Registered Mark can be used with most imprints, however, it is difficult to reproduce with embroidery.

The Logo Generator creates country and team logos with the Registered Mark included.



40% Black Outline  
(or Pantone 429 C)  
Web Color: A7A9AC



## Tagline Usage



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™

## With Country Name



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™



A head for business. A heart for the world.™

## Typography

Typography plays an important role in the SIFE identity. In all marketing materials, consistent typography expresses our commitment to professional excellence.

Trade Gothic is the basis of the printed marketing materials logotype. If Trade Gothic is not available, Arial is the authorized alternate font. Trade Gothic (or Arial) is to be used for all headers, sub-heads and body copy. In the event that a secondary font is needed, Times New Roman can be used.

If possible, Trade Gothic should be used in all printed marketing materials. If Trade Gothic is not available (Trade Gothic is not a common Microsoft font), Arial can be used. For all electronic materials (PowerPoint, emails, word documents, etc), Arial should always be used.

### Printed materials

Primary Font: **Trade Gothic**

Secondary Font: **Arial**

Alternative Font: **Times New Roman**

### Electronic materials (e-mail/internet)

Primary Font: **Arial**

Alternative Font: **Times New Roman**

Trade Gothic Light

*Trade Gothic Light Oblique*

Trade Gothic Regular

*Trade Gothic Oblique*

**Trade Gothic Bold**

***Trade Gothic Bold Oblique***

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

Times New Roman Regular

*Times New Roman Italic*

**Times New Roman Bold**

***Times New Roman Bold***

## Color Palette

Consistent use of color helps consumers recognize SIFE materials.

### Primary Color

The orange was chosen to reflect passion. It is the compliment to the SIFE blue, and represents the spirit and life exemplified by SIFE. It is the primary color reflected throughout all SIFE media.



**PANTONE 152C**  
CMYK: 0, 51, 100, 1  
RGB: 243, 144, 29  
HEX: F3901D

### Secondary Color

The blue is the secondary color seen in the logo. It is the corporate face of SIFE, and can be used in small instances, as in typography.



**PANTONE 647C**  
CMYK: 100, 56, 0, 23  
RGB: 0, 85, 149  
HEX: 005595

### Accent Colors

The accent colors are used to support the primary color. These colors are typically used in subtle instances. The tan (PANTONE 7530C) is typically used in percentages of 50% or less, as the main accent.



**PANTONE 7530C**  
CMYK: 0, 8, 21, 32  
RGB: 185, 171, 150  
HEX: B9AB96



**PANTONE 202C**  
CMYK: 0, 100, 61, 43  
RGB: 152, 0, 46  
HEX: 98002E



**PANTONE 7494C**  
CMYK: 25, 0, 40, 15  
RGB: 169, 195, 153  
HEX: A9C399