

clearspace



Maintaining the integrity around the logomark is crucial. No other logos, text or graphical elements should infringe on it's space.

The clearspace area around the logomark is equal to the width of the "SAi" wordmark.

correct usage



our identity

incorrect usage



DO NOT rotate logomark



DO NOT use *off brand* colors



DO NOT distort the logo elements



DO NOT insert *off brand*
images or patterns into logomark



DO NOT add any effects
to the logomark

our identity

correct usage



our identity

When placing logomark on photography and/or pattern, it is important that the image has a purple hue that approximates Pantone 266 C

incorrect usage



DO NOT place logomark on **off brand** backgrounds and/or patterns

our identity



code white

core black

positively purple :: pantone 266c

C : 66.74
M : 82.58
Y : 0
K : 0

our identity

Aa

Myriad Pro -Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Bb

Myriad Pro -Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

our identity