SED BRAND GUIDELINES

LOGO GUIDELINES

Throughout our history, the eagle has been a sign of the quality and strength of Silver Eagle Distributors. Building on that heritage, this new, modern eagle also exudes motion and innovation. A swift flight to an even more successful future. The Silver Eagle logo and company name are a visible reminder of our commitment to excellence. These guidelines were designed to enable us to enhance and protect this valuable corporate asset. This brand guide will show you available logos, logo usage guidelines and more.

LOGO OPTIONS & COLORS

It's the most visible element of the brand. It's the core asset of the company. We say, respect it. So make sure you're using the official artwork available in two formats, stacked and horizontal.

PMS 293 Blue
C 100 M 55 Y 0 K 0

PMS Cool Gray 10
C 61 M 53 Y 48 K 19

PMS Cool Gray 6
C 35 M 29 Y 28 K 0

Never change the color of the Silver Eagle logo. It should either appear in the three-color (gray, blue and silver) version, solid black version or reversed white version. For presentations, emails or desktop printing - use either the .png or .jpg versions. For commercial printing - it is important to use the CMYK, black or white .eps versions.

CLEAR SPACE

A generous amount of clear space should always surround the logo. This space is determined by the "O" in DISTRIBUTORS.

Logo typface in logo is Trajan Pro.

BACKGROUND OPTIONS

It's the most visible element of the brand. It's the core asset of the company. We say, respect it. So make sure you're using the official artwork.

Avoid using the logo on busy backgrounds that compete for clarity of the logo.

When the background color competes with the color SED logo, use the monochromatic white or black version.

Do not place the logo over an image or background without sufficient contrast.

Be careful when scaling the logo. Do not stretch, or distort the original proportions or re-arrange the logo and the elements.

SILVER EAGLE LOGOS AVAILABLE ONLINE

To download approved logos, company letterhead, fax and ppt templates, please visit *silvereagle.com/guidelines: password 'guidelines'.*