

satsports®

Logo Guidelines

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Logo Versions

Satsports Logo is available in 2 versions:
Centred and left-aligned.

1. Centred
(preferred version)



2. Left-aligned



Registered Trademark

Satsports is a Registered Community trade mark (CTM) across the European Union. If you intend to use the Satsports Logo in one or more of the member states of the European Union, you may use the Registered Logo.

1. Centred
(preferred version)



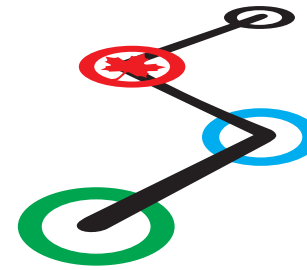
2. Left-aligned



Logo Versions (for use in Canada only)

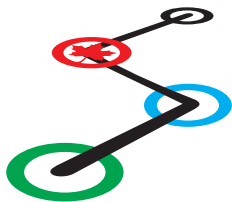
Satsports Resorts Canada logo is available in 3 versions: Centred, left-aligned and web address.

1. Centred
(preferred version)



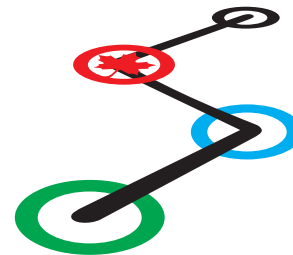
satsports
resorts **canada**

3. Web Address



www.satsportsgpscanada.com

2. Left-aligned



satsports
resorts **canada**

Proportions

Circles (a, b, c, d) have different height while space between (e) them stays the same.

Clear space

Minimum distance from the logo to the edge of page is X (for the centred version) and Y (for the left-aligned version).

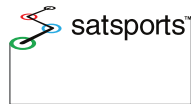
X = total height of wordmark (the text-only part)
Y = half of X

Minimum Sizes

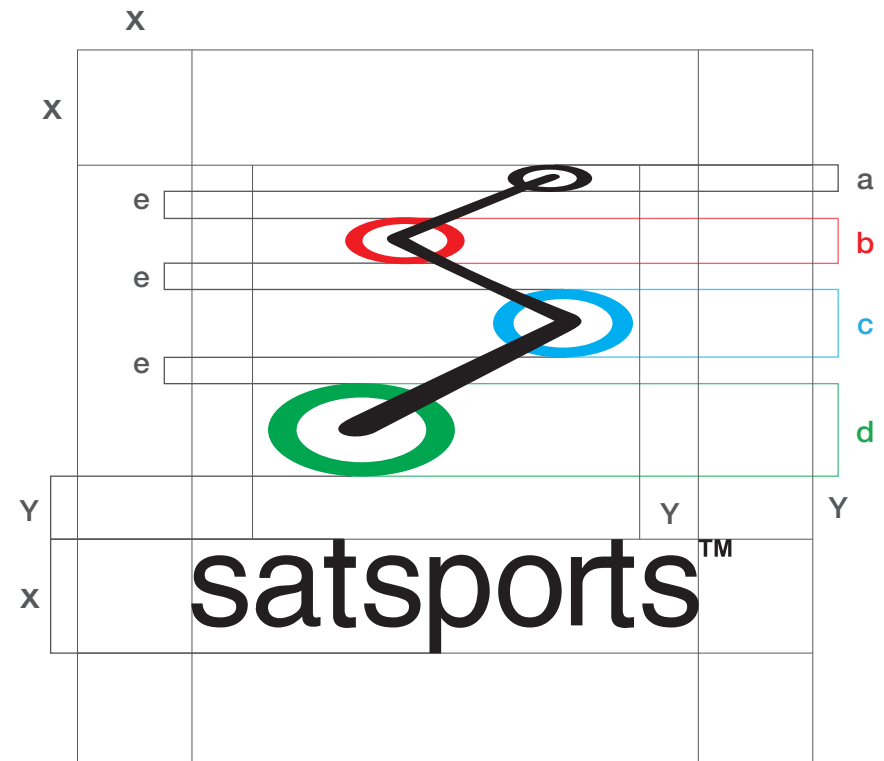
Total width for the centred version is 16 mm.
Total width for the left-aligned version is 24 mm.



16 mm



24 mm



Colours

Pantone
CMYK
RGB
Web Safe



Process 485
0, 100, 100, 0
204, 0, 0
CC0000



Process Cyan
100, 0, 0, 0
0, 153, 255
0099FF

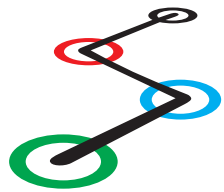


Process 355
100, 0, 100, 0
0, 153, 0
009900



Process Black
0, 0, 0, 100
0, 0, 0
000000

Full-colour Publications

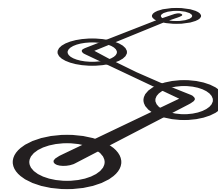


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1-Colour Publications

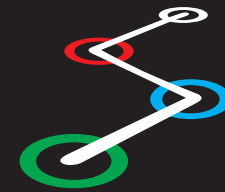


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Reverse Logo on Black Background



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Printing on Coloured Background



Incorrect Usage

Do not use both colored logo and background.



Printing on Light Background



Incorrect Usage

Do not use the full-colored version with light colored or photo background.

For photo background use a white background with the minimum clear space.



Printing on Dark Background



Incorrect Usage

Do not use if black value from background is less than 90%.



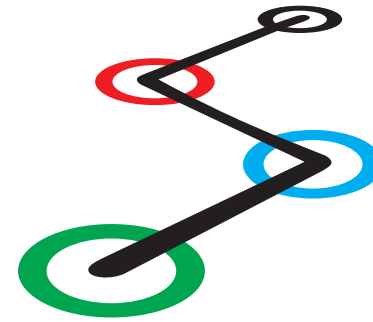
Fonts

Helvetica Neue is the primary font family to be used.

The font for wordmark is Helvetica Neue 65 Medium and for the baseline the font is Helvetica Neue 45 Light.

Wordmark
Helvetica Neue 65 Medium

Baseline
Helvetica Neue 45 Light



satsportsTM

The Sports GPS Company

Logo Files (main folder)

Logo files (external links)

For screen view:

Satsports_Logo_C_LowRes.jpg

Centred version in low resolution(320 x 240 px)

Registered Version:

www.satsportsgps.com/logo/Satsports_Logo_C_LowRes_R.jpg

Trademark Version:

www.satsportsgps.com/logo/Satsports_Logo_C_LowRes_TM.jpg

Satsports_Logo_L_LowRes.jpg

Left-Aligned version in low resolution(320 x 240 px)

www.satsportsgps.com/logo/Satsports_Logo_L_LowRes_R.jpg

www.satsportsgps.com/logo/Satsports_Logo_L_LowRes_TM.jpg

Satsports_Logo_C_HighRes.jpg

Centred version in high resolution(800 x 600 px)

www.satsportsgps.com/logo/Satsports_Logo_C_HighRes_R.jpg

www.satsportsgps.com/logo/Satsports_Logo_C_HighRes_TM.jpg

Satsports_Logo_L_HighRes.jpg

Left-aligned version in high resolution(800 x 600 px)

www.satsportsgps.com/logo/Satsports_Logo_L_HighRes_R.jpg

www.satsportsgps.com/logo/Satsports_Logo_L_HighRes_TM.jpg

Satsports_Logo_C_LowRes.png

Centred version in low resolution
with transparent background (320 x 240 px)

www.satsportsgps.com/logo/Satsports_Logo_C_LowRes_R.png

www.satsportsgps.com/logo/Satsports_Logo_C_LowRes_TM.png

Satsports_Logo_L_LowRes.png

Left-aligned version in low resolution
with transparent background(320 x 240 px)

www.satsportsgps.com/logo/Satsports_Logo_L_LowRes_R.png

www.satsportsgps.com/logo/Satsports_Logo_L_LowRes_TM.png

Satsports_CA_Logo_C.png

Centred version for Satsports Resorts Canada

www.satsportsgpscanada.com/logo/Satsports_CA_Logo_C.png

Satsports_CA_Logo_L.png

Left-aligned version for Satsports Resorts Canada

www.satsportsgpscanada.com/logo/Satsports_CA_Logo_L.png

satsports-resorts-canada2-white.png

White centred version for Satsports Resorts Canada

www.satsportsgpscanada.com/logo/satsports-resorts-canada2-white.png

satsports.com.png

Web address version for Satsports Resorts Canada

www.satsportsgpscanada.com/logo/satsports.com.png

Print files:

Satsports_Logo_C_full.ai

Centred version in full color(Adobe Illustrator CS version)

www.satsportsgps.com/logo/Satsports_Logo_C_full_R.ai

www.satsportsgps.com/logo/Satsports_Logo_C_full_TM.ai

Satsports_Logo_L_full.ai

Left-aligned version in full color(Adobe Illustrator CS version)

www.satsportsgps.com/logo/Satsports_Logo_L_full_R.ai

www.satsportsgps.com/logo/Satsports_Logo_L_full_TM.ai

Satsports_Logo_C_full.eps

Centred version in full color

www.satsportsgps.com/logo/Satsports_Logo_C_full_R.eps

www.satsportsgps.com/logo/Satsports_Logo_C_full_TM.eps

Satsports_Logo_L_full.eps

Left-aligned version in full color

www.satsportsgps.com/logo/Satsports_Logo_L_full_R.eps

www.satsportsgps.com/logo/Satsports_Logo_L_full_TM.eps

Satsports_Logo_C_blk.eps

Centred version in black & white

www.satsportsgps.com/logo/Satsports_Logo_C_blk_R.eps

www.satsportsgps.com/logo/Satsports_Logo_C_blk_TM.eps

Satsports_Logo_L_blk.eps

Left-aligned version in black & white

www.satsportsgps.com/logo/Satsports_Logo_L_blk_R.eps

www.satsportsgps.com/logo/Satsports_Logo_L_blk_TM.eps

satsports-resorts-canada2.pdf

Centred version in full color

www.satsportsgps.com/logo/satsports-resorts-canada2.pdf

satsports-resorts-canada.eps

Left-aligned version in full color

www.satsportsgps.com/logo/satsports-resorts-canada.eps