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**SAITM/SD**  
**Program**

**SAITM/SD Program**

**Logo Standards Reference Guide | Version 1.2**

# Logo Colour Formula Guide



Note: Colour Range for the  
'Drop Shadow' Effect *under stars*

C : 0  
M : 0  
Y : 0  
K : 63 - 0 (Shading)

▼ K : 63%






▼ K : 00%

## COLOR FORMULA GUIDE

When used consistently, colours lead to easy recognition. The standard colours for the SAITM/SD logo are, PANTONE 2735 C, PANTONE 137 C, PANTONE 560 C (Colour Book: PANTONE Solid Coated) – staying with these colour standards will produce an overall look that gives a SAITM/SD a cohesive identity.

Specific formulas are to be used depending on print or online use. Please review the colour formula guide (this page) and refer to the 'Master Reproduction Files' (Page 02) portion of this document to identify the appropriate logo art.

NOTE: DO NOT utilize a colour printout of the logos in this document as a colour match. Please reference the PANTONE Colours listed for correct colours, and refer to the current edition of the PANTONE colour formula guide for accurate representation. <http://www.pantone.com/pages/pantone/colorfinder.aspx>

			
CMYK colour <i>Usage: Print</i>	C : 99 M : 95 Y : 0 K : 0	C : 2 M : 33 Y : 95 K : 0	C : 95 M : 56 Y : 92 K : 35
RGB equivalent <i>Usage: Online</i>	R : 47 G : 20 B : 249	R : 245 G : 180 B : 0	R : 2 G : 51 B : 13
PANTONE colour (PMS) use for colour matching <i>Usage: Print</i>	PANTONE 2735 C Colour Book: PANTONE Solid Coated	PANTONE 137 C Colour Book: PANTONE Solid Coated	PANTONE 560 C Colour Book: PANTONE Solid Coated
Hex equivalent <i>Usage: Online</i>	2F14F9	F5B400	02330D



**MASTER REPRODUCTION FILES**

To ensure consistency of the SAITM/SD logo across all media, use only approved master reproduction art files that follows the standards and specifications set forth in this guide.

The digital files listed are available for approved internal and vendor use in print and online media. Please visit the SAITM website to download logo files.

<http://saitm.edu.lk/IQA/>

Additional sizes and file formats may be requested through the SAITM IQA Committee.

NOTE: In order to access .cdr or .eps files, an appropriate graphics editing (vector-base) application (such as CorelDRAW™ or Adobe Illustrator™) must be present on your computer.

PNG, JPEG and TIFF files may be viewed in a browser or pixel-based (raster graphics) editing application (such as Adobe Photoshop™)

Note: Other Possible File Formats:

Vector graphics formats,  
AI, CGM, SVG, XAR

Raster graphics formats,  
BMP, CPT, GIF, ICO, PBM, PCX

Available File Formats	Download Link (Online)
.cdr vector	<a href="http://saitm.edu.lk/IQA/SAITM_SD.cdr">http://saitm.edu.lk/IQA/SAITM_SD.cdr</a>
.eps vector	<a href="http://saitm.edu.lk/IQA/SAITM_SD.eps">http://saitm.edu.lk/IQA/SAITM_SD.eps</a>
.tiff raster	<a href="http://saitm.edu.lk/IQA/SAITM_SD.tif">http://saitm.edu.lk/IQA/SAITM_SD.tif</a>
.png raster	<a href="http://saitm.edu.lk/IQA/SAITM_SD.png">http://saitm.edu.lk/IQA/SAITM_SD.png</a>
.jpeg raster	<a href="http://saitm.edu.lk/IQA/SAITM_SD.jpg">http://saitm.edu.lk/IQA/SAITM_SD.jpg</a>

# Standard Alternatives



Proper use of the SAITM/SD logo strengthens the organization's brand; it is designed for specific uses to maintain consistency and enhance the brand's integrity.

**Use the color version of the SAITM/SD logo whenever possible!**

In instances where an alternative to the colour logo is required, please reference the approved logo variants shown on different backgrounds. To ensure enough contrast when viewing the logo, do not place it on backgrounds that are patterned, too light or too dark.

## ALTERNATIVES

Grayscale



One Color (Cyan or Magenta)



Black



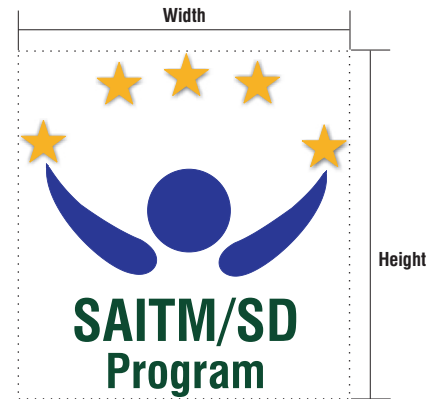
White (reverse)



# Logo Proportions & Clear Space



LOGO PROPORTIONS AND PROTECTED AREA (CLEAR SPACE)



Width : Height  $\Rightarrow$  1 : 1.05

Figure 01



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Figure 02

Maintain the exact spatial relationship shown in the figure (see *Figure 01*) when scaling the logo electronically.

The clear space requirement is designed to maintain the integrity of the logo. This bounding box or 'clear space' ensures visibility and legibility, separating the logo from surrounding elements. The clear space around the SAITM/SD logo is equal to the height of the wordings 'SAITM/SD' (*h*) in the logotype (see *Figure 02*).

- (a) DO NOT use patterns in the clear space
- (b) DO NOT use off-brand colours in the clear space
- (c) DO NOT allow text inside the clear space
- (d) DO NOT use graphic elements/images inside the clear space



(a), (b)



(c)



(d)



HOW NOT TO USE THE SAIM/SD LOGO

Here are some examples of how NOT to use the logo.

- (i) DO NOT use colours other than those specified in the colour section of this Standards Guide
- (ii) DO NOT change the colour of the logotype
- (iii) DO NOT use inverted colours in the logo
- (iv) DO NOT stretch or distort the logo/logotype
- (v) DO NOT add extra wording to the logo or un-join the logotype
- (vi) DO NOT recreate or rearrange the logotype using text
- (vii) DO NOT use screen, tinted or rotated versions of the logo
- (viii) DO NOT reproduce the logo inside a distinctive box or other shape.



(i), (ii)



(iii)



(iv)



(v)



(vi), (viii)



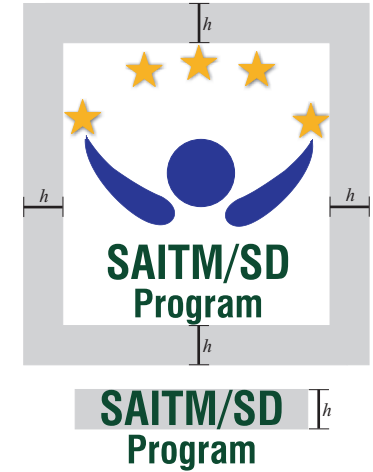
(vii)

# Usage with SAIMT Corporate Logo



The following standards must be preserved when someone use SAIMT/SD logo with the SAIMT Corporate Logo (SAITM Official Logo) - (see Figure 03)

- (i)  $w_{w.SAITM} = w_{SD}$   
 where  $w_{w.SAITM}$  is the maximum horizontal width of acronym 'SAITM' of the SAIMT Corporate Logo  
 and  $w_{SD}$  is the maximum horizontal width of the SAIMT/SD logo
- (ii) Logos should be aligned each other from their horizontal centers
- (iii)  $L \geq h$   
 where,  $L$  is the minimum vertical space between Logos and  
 $h$  is the clear space around the SAIMT/SD logo (Please refer to 'Page 04' for more details)

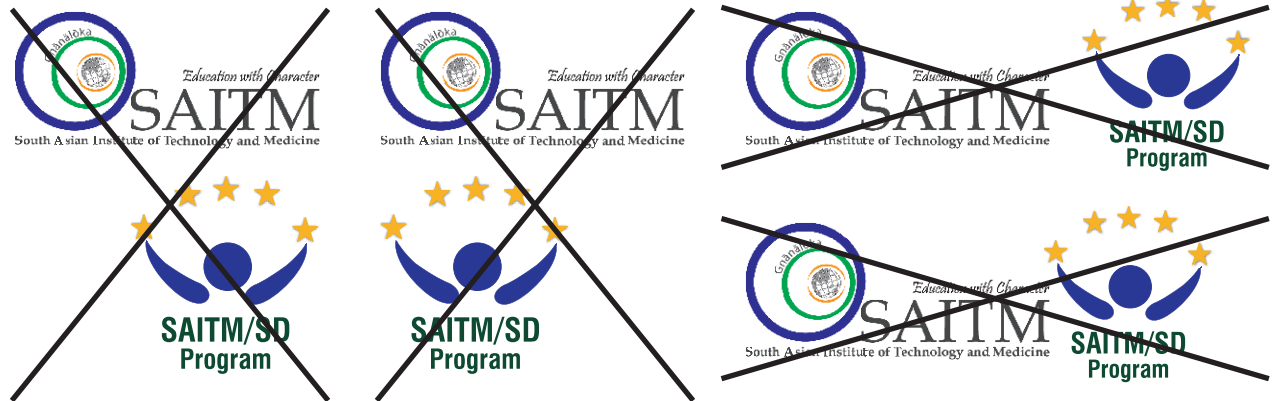


some examples of how NOT to use the logos together

$L$



Figure 03





# **SAITM/SD Program**

Authorized by :

Prepared by :

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