Say Yes! Cleveland Brand Guidelines

JULY 2022

SYC!

Logo Usage

There are two marks in the Say Yes! Cleveland brand. The primary logo is the full color **"logotype"** and secondary **"icon".**

- When possible, use the full-color black and blue logotype.
- The accessory icon should be used when the main logotype is present, or when real estate is limited. For example, as a web favicon or social media profile image.
- Be sure to use logos with the appropriate color profile for your application, i.e. print vs. digital. Logo folders are labeled according to usage.

Full-Color SYC Logotype

SYC Icon

*See logo library for all color variations of the logos.

Color Specifications

Refer to the values below when using the Say Yes! Cleveland logos or creating brand materials.

- If the output is four-color process reproduction (most printers), the **CMYK** values should be used.

- If the output is spot-color reproduction, the **Pantone or PMS** values should be used.

- If the output is a digital/electronic medium such as the web, broadcast, or Microsoft PowerPoint, the **RGB** values or **Hexidecimal** values should be used.
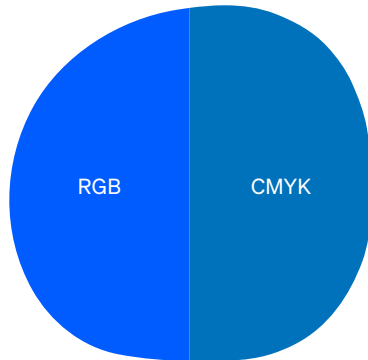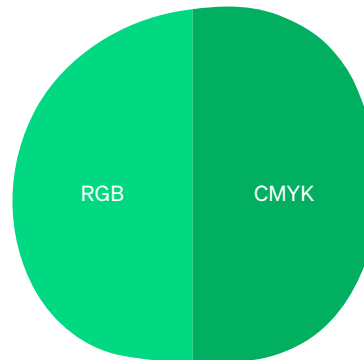
Say Yes! Blue

For Print

PMS Color Specifications
Pantone # 2175

CMYK Specifications
C: 98   M: 51   Y: 0   K: 0

For Web/Digital

RGB Specifications
R: 0   G: 92   B: 255

Hexidecimal Specifications
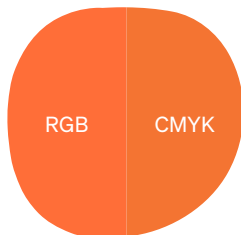#005CFF

Say Yes! Green

For Print

PMS Color Specifications
Pantone # 7480

CMYK Specifications
C: 82   M: 0   Y: 86   K: 0

For Web/Digital

RGB Specifications
R: 0   G: 217   B: 130

Hexidecimal Specifications
#00D982
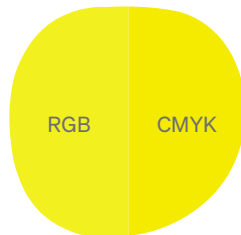
Highlighter Orange

For Print

PMS Color Specifications
Pantone # 165

CMYK Specifications
C: 0   M: 68   Y: 90   K: 0

For Web/Digital

RGB Specifications
R: 255   G: 109   B: 55

Hexidecimal Specifications
#FF6D37

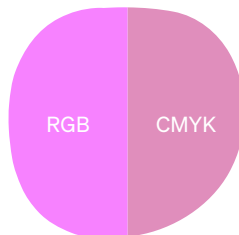### Highlighter Yellow

For Print

PMS Color Specifications
Pantone # 3965

CMYK Specifications
C: 7   M: 0   Y: 100   K: 0

For Web/Digital

RGB Specifications
R: 241   G: 239   B: 31

Hexidecimal Specifications
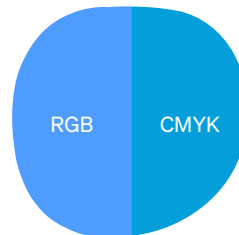#F1EF1F

Highlighter Pink

For Print

PMS Color Specifications
Pantone # 245

CMYK Specifications
C: 8   M: 54   Y: 0   K: 0

For Web/Digital

RGB Specifications
R: 247   G: 130   B: 255

Hexidecimal Specifications
#F782FF
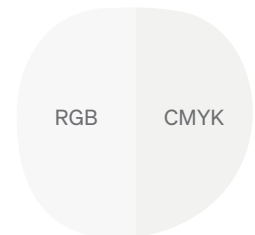
Highlighter Blue

For Print

PMS Color Specifications
Pantone # 2925

CMYK Specifications
C: 75   M: 21   Y: 0   K: 0

For Web/Digital

RGB Specifications
R: 80   G: 156   B: 255

Hexidecimal Specifications
#509CFF

Chalk Gray

For Print

PMS Color Specifications
Pantone # Cool Gray 1 U

CMYK Specifications
C: 4   M: 2   Y: 4   K: 0

For Web/Digital

RGB Specifications
R: 247   G: 247   B: 247

Hexidecimal Specifications
#F7F7F7

Font Specifications

The official font family of the Say Yes! Cleveland brand is called **"Söhne"**.

- When possible, use the Söhne font family whenever possible when creating brand assets.
- **"Arial"** should be used as an alternative to the Söhne font family. Arial is a system font that will load on computers that may not have the Söhne font installed. For example, when creating PowerPoints and email templates, Arial should be used.
- Download the Söhne font family from the brand section of the Google Drive folder.

The Söhne font family has 6 weights:

This is what the "Buch" (regular) weight looks like.

This is what the "Buch Kursiv" (regular italic) weight looks like.

This is what the "Kräftig" (bold) weight looks like.

This is what the "Kräftig Kursiv" (bold italic) weight looks like.

This is what the "Halbfett" (heavy) weight looks like.

This is what the "Halbfett Kursiv" (heavy italic) weight looks like.