

**S-RM**

**LOGO**

**GUIDELINES**

## CONTENTS

- 1 Introduction
- 2 Clear Space & Sizing
- 3 Dual Branding
- 4 Containment & Positioning
- 5 Incorrect Usage

## THE STAMP OF QUALITY

The S-RM logo is bold, confident and distinctive.

It is designed to convey the slick and professional side of the business that gives confidence to our clients. We use the gradient within the triangle device to inject the personality that helps set S-RM apart from its competitors.

We use different variations dependent on the background to make sure we maximise visibility at all times. There is a light, dark and single colour version.

LIGHT VERSION



DARK VERSION



SINGLE COLOUR VERSION



ROOM TO BREATHE

To ensure prominence, always allow a space around the logo equivalent to the dimensions of the letter 'M', as shown. No other elements should ever infringe on this space for any reason.

DON'T SHOUT

The standard logo size for use on an A4 page should be 35mm wide. Avoid enlarging the logo to fill space. It is a mark of quality and excellence. Using a logo that's too big undermines our confident look. The logo should be no less than 20mm wide on an A4 page, on screen it should be no less than 60 pixels wide.

LOGO SAFE AREA



A4 RECOMMENDED SIZE



Width: 30mm

MINIMUM SCREEN SIZE



Width: 60px

MINIMUM PRINT SIZE



Width: 20mm

## DUAL BRANDING

When placing our logo beside a third-party logo, it's important to observe the clear rules set out for best practice.

Third-party logos must not exceed the height of the S-RM logo.

The device that separates the two logos must be used as stated to unite the logos in a consistent way.

The AXA XL logo sits differently as we work in partnership with them, and adhere to their logo guidelines.

### LOGO SAFE AREA



## LOGO PLACEMENT

We always align the logo to the left hand side of documents. Either top or bottom left is good practice as shown in the examples.



**S-RM**



**S-RM**

## HANDLE WITH CARE

The vector EPS file should be used when producing documents for professional print and anything larger than A4.

The logo should always be scaled proportionally and positioned correctly like the examples shown.

These examples of logo misuse are not comprehensive; they are only a small sample of possible scenarios to emphasise practices to avoid.

To ensure accurate, consistent reproduction of the S-RM logo, please use the approved digital artwork files.



### INCORRECT COLOUR

Do not use the gradient within the complete logo form.



### BUSY BACKGROUND

The logo must be clearly visible at all times especially on imagery.



### INCORRECT TRIANGLE COLOUR

The triangle should always consist of an S-RM primary colour.



### INCORRECT SCALE

Logo must always be scaled proportionally.



### INCORRECT EFFECTS

No effects should never be applied to the logo itself.



### INCORRECT ANGLE

The logo should not be rotated to any angle.



### CORRECT LIGHT VERSION

Dark logo with a 45° gradient used inside the triangle on white.



### CORRECT DARK VERSION

White logo with a 45° gradient used inside the triangle on charcoal.



### CORRECT REVERSED VERSION

Completely white logo used on gradient background for maximum contrast.



STILL GOT QUESTIONS?  
**GET IN TOUCH**



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