
Spiral image must always contain the acronym “SAR” under it in all circumstances.

Logos
Color logos may be in either 4/Color CMYK for print output (high resolution) or RGB = red, green, blue for web/electronic output (low resolution)

General SAR Collateral

- Color logo for white or light-colored background
- Black logo for white or light-colored background
- Reverse logo, white logo for black or dark-colored background
- Color logo on white or light-colored background
- School for Advanced Research
- Color logo on white or light-colored background (for mail return labels)
- School for Advanced Research
- Color with reverse, color + white text on black or dark-colored background
- Reverse, white logo + white text on black or dark-colored background

SAR Press

- Black logo for white or light-colored background
- Reverse logo, white logo for black or dark-colored background

School for Advanced Research
Post Office Box 2188
Santa Fe, New Mexico 87504-2188

1/3
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Font: Gill Sans / Palatino Linotype

- Gill Sans Light
- Gill Sans LightItalic
- Gill Sans Regular
- Gill Sans Italic
- Gill Sans Semibold

Gill Sans Semibold Italic
Gill Sans Bold
Gill Sans Bold Italic
Gill Sans UltraBold
Gill Sans Bold Small Caps 100 Tracking

Use ONLY if Gill Sans is unavailable
(most instances will be for the Web and OnlineExpress)

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Use ONLY if Palatino Linotype is unavailable
(most instances will be for the Web and OnlineExpress)

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Banner Header with corn pattern

Banner Footer with corn pattern

Colors

- CMYK: 100, 0, 35, 0
  RGB: 0,170, 181
- CMYK: 5, 5, 15, 0
  RGB: 240, 235, 216
- CMYK: 0, 40, 100, 0
  RGB: 247, 148, 30
  (coated paper)
- CMYK: 0, 50, 100, 0
- CMYK: 30, 80, 100, 0
  RGB: 167,85, 52
  (coated paper)
- CMYK: 40, 80, 100, 0
  (uncoated paper)
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**Logo Deviations**
Incorrect use of logos compromises integrity and effectiveness. The examples below are only a small sample of possible misuse. Never alter, add to, or attempt to recreate existing logos.

- No rules of any kind around the logo
- No changing colors
- Do not place logo over a photo
- No font changes, i.e. “SAR”
- No warping
- No shadowing
- No altered baseline