





logo variations

Please keep the distance of white or quiet space around the logo. No other typographic or graphic elements should be allowed to penetrate the white space. The height of curve in the letter “s” in the logos word mark represents the space buffer on all sides of the logo, as shown below. This applies to all logo variations.

FULL HORIZONTAL



STACKED



PRIMARY



WORD MARK, NO TAGLINE



“PATH” LOGO MARK





brand colors

The brand identity colors consist of black, white and variations of grays. The secondary brand color is blue and should be used as an accent color throughout the brand. Using PMS colors is the best way to ensure consistency. When you're unable to use PMS colors, you may use a 4-color process (CMYK). These are used in a full-color printed ad, brochure or when extra spot colors are not available. For digital and web use, RGB or HEX color codes should be used.

100%
BLACK
c0 m0 y0 k100
r35 g31 b32
hex# 121212

PMS
**COOL
GRAY 10**
c62 m53 y48 k19
r99 g101 b105
hex# 636569

PMS
**COOL
GRAY 5**
c33 m25 y26 k5
r166 g168 b169
hex# a6a8a9

PMS
**COOL
GRAY 1**
c14 m11 y12 k0
r217 g216 b214
hex# d9d8d6

PMS
299
c81 m15 y0 k0
r0 g163 b224
hex# 00a3e0



color guide

The 1-color black logo on a white background is the preferred application, but can be used on several color variations when appropriate. Please review this page when choosing a logo color combination.

BLACK LOGO ON WHITE



BLACK ON CG 1 & CG 5



WHITE LOGO ON CG 10 & BLACK





brand fonts

To maintain a cohesive brand look, it is important to use font discipline on all brand applications and communications. The Manrope font family is a sans serif that should primarily be used for all copy and print materials. It is a Google Font and can be used in a variety of applications, including print, web, and mobile. Below shows their preferred weights.

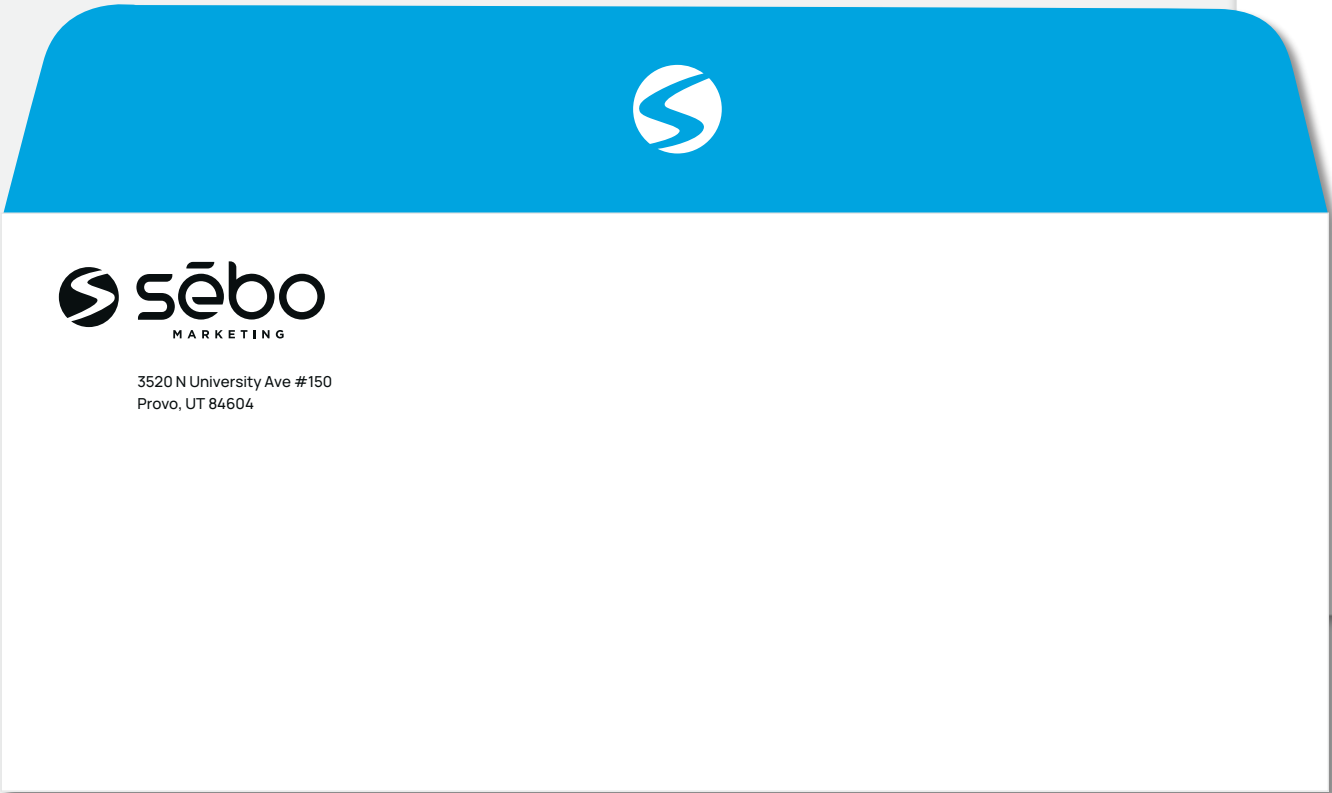
Manrope Font Family

- Light
- Regular
- Medium
- Semibold**
- Bold**



stationery system

The stationery system helps create brand recognition and is a powerful brand ambassador. The letterhead and envelope are primary used for corporate correspondence. The card needs to be memorable and instill confidence.



September 18, 2024

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Sincerely

firstname lastname
title goes here

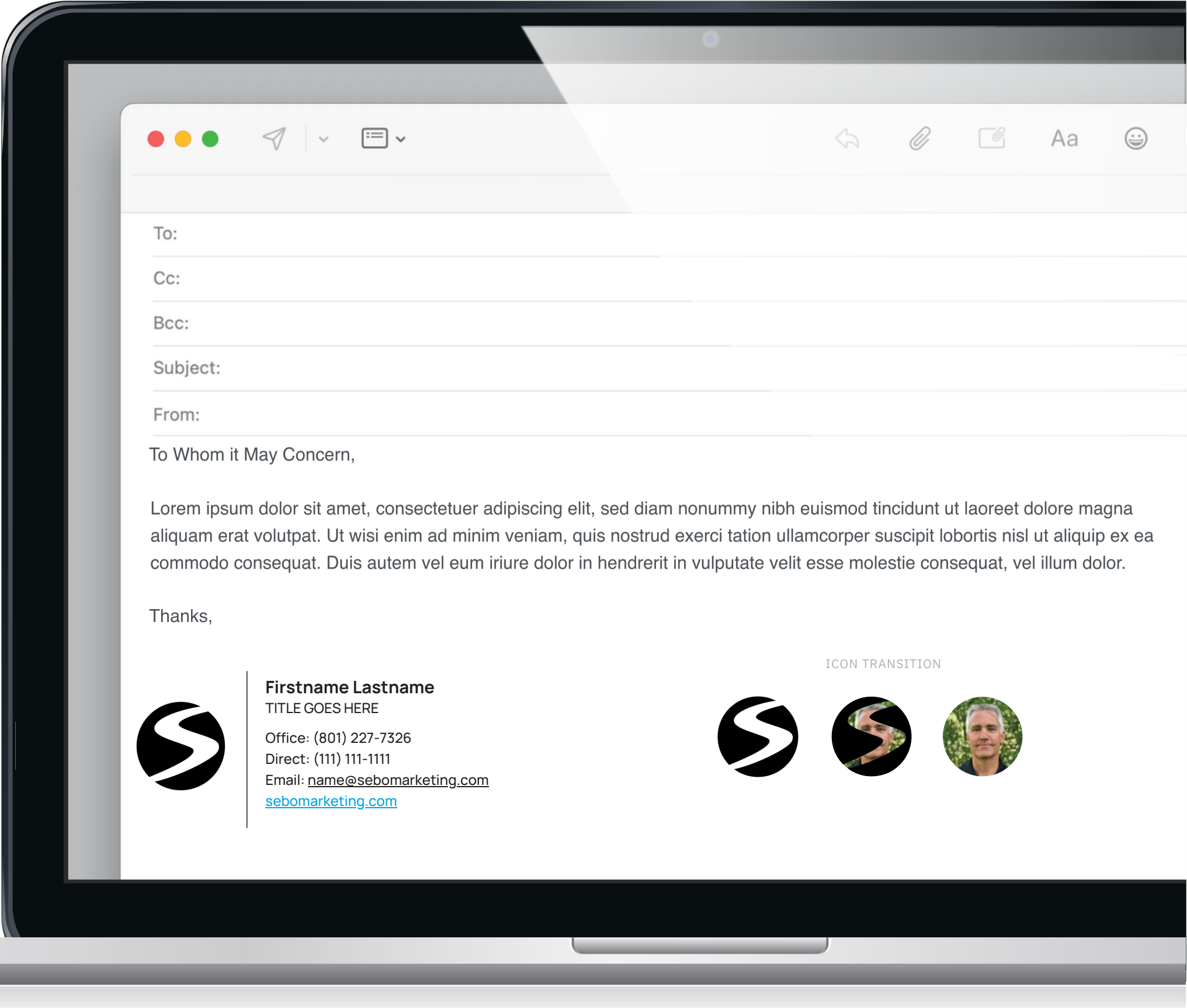
801-227-7326 sebomarketing.com info@sebomarketing.com



email signature & favicons



This is our default





powerpoint



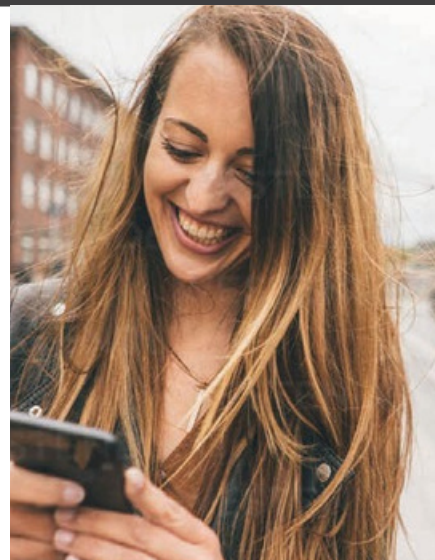
sēbo

Title Goes Here
Second Line
SUBTITLE GOES HERE

title goes here

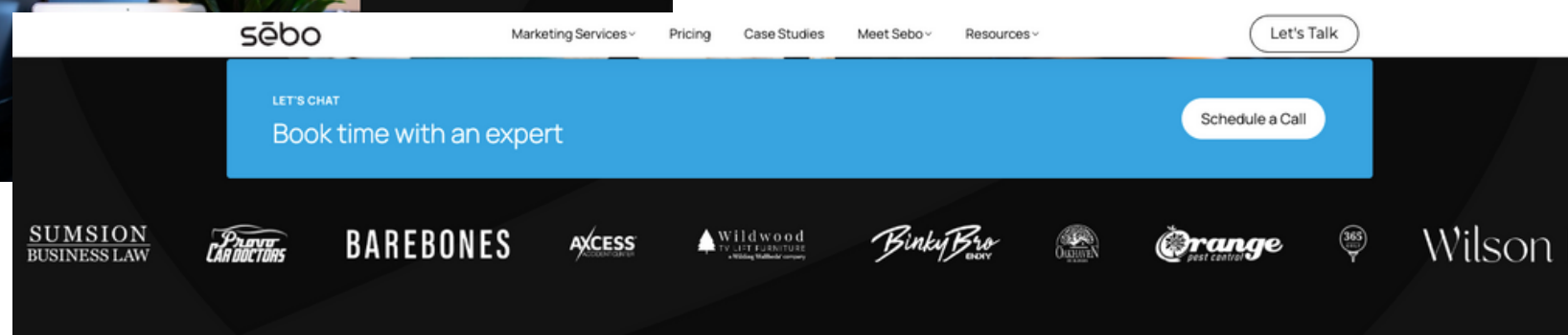
Lorem ipsum dolor sit, consectetur
adipiscing elit sed diam nonummy

- Bullet 1 wisi enim ad minim veniam • Bullet 2 consequat dui autem veleum • Bullet 3 vulputate velit esse molestie • Bullet 4 odio dignissim qui blandit praese
nt qui blandit ptate velit eraesent

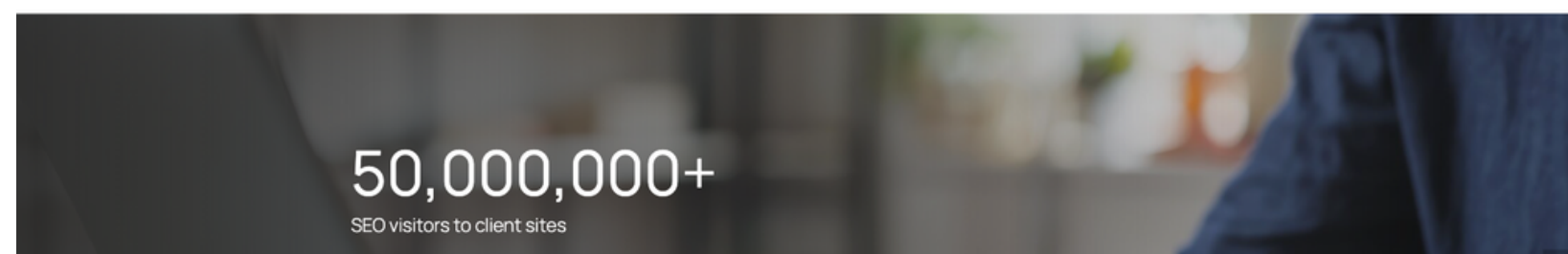


sēbo

TITLE GOES HERE



Sebo Marketing works in the millions



50,000,000+

SEO visitors to client sites



apparel





swag & vehicle wrap



