



BRAND STYLE GUIDE



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.

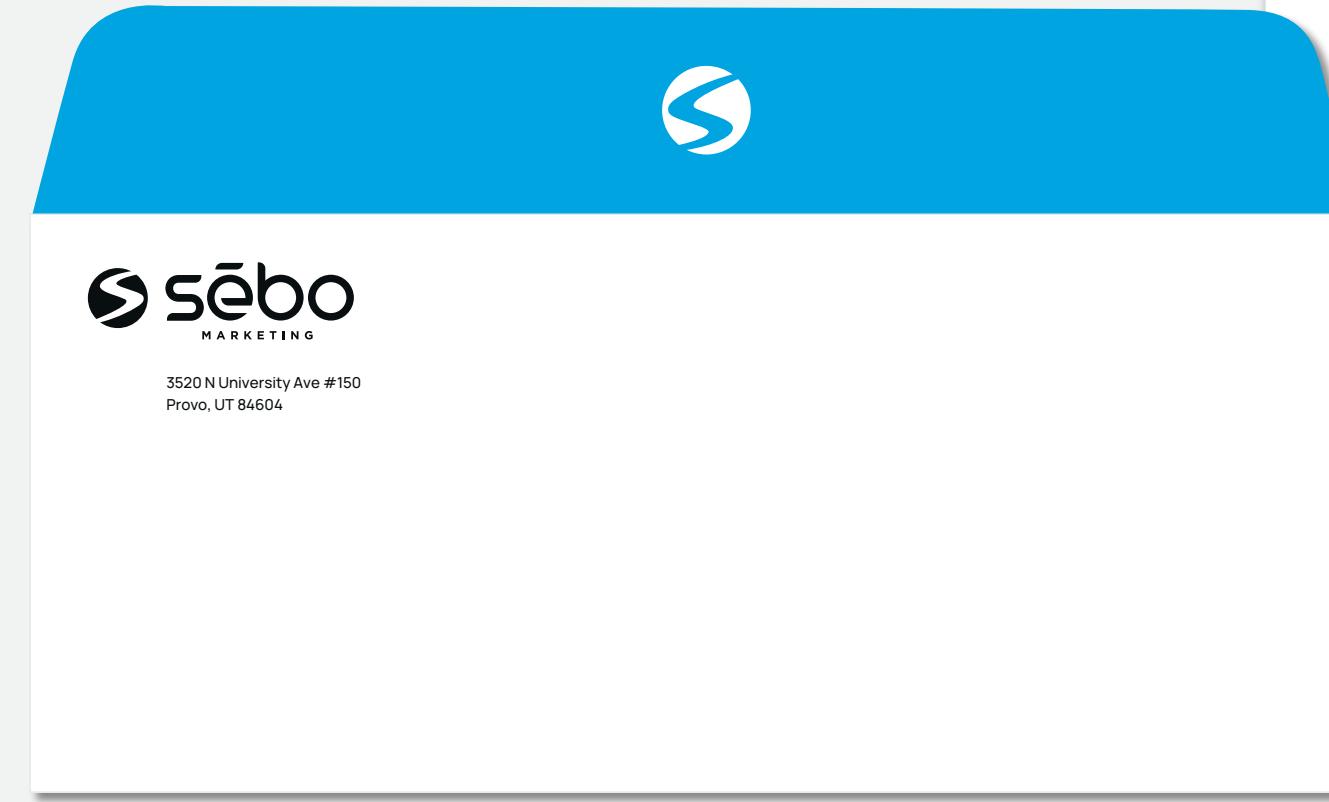
Manrope Font Family

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, consectetuer 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, consectetuer 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

To:

Cc:

Bcc:

Subject:

From:

To Whom it May Concern,

Lorem ipsum dolor sit amet, consectetuer 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 dolor.

Thanks,

Firstname Lastname
TITLE GOES HERE
Office: (801) 227-7326
Direct: (111) 111-1111
Email: name@sebomarketing.com
sebomarketing.com

ICON TRANSITION

The image shows a digital representation of an email signature and favicon system. On the left, three versions of a stylized 'S' logo are displayed in blue, grey, and black. Below them is a caption: 'This is our default'. To the right is a graphic of a Mac OS X-style email application window. The window has fields for 'To:', 'Cc:', 'Bcc:', 'Subject:', and 'From:'. It contains a placeholder text block and a 'Thanks,' sign-off. At the bottom left is a contact card with a placeholder 'S' logo, a name field ('Firstname Lastname'), a title field ('TITLE GOES HERE'), and standard contact information (Office, Direct, Email). To the right of the card is the text 'ICON TRANSITION' above three circular icons. The first icon is the stylized 'S' logo, the second is a portrait of a man's face, and the third is another portrait of a man's face, illustrating a visual transition or theme.



powerpoint

A smartphone is shown from a side-on perspective, displaying a presentation slide. The slide features a large white 'S' logo on a black background at the top. Below it, the text 'title goes here' is displayed in blue. A paragraph of placeholder text follows, starting with 'Lorem ipsum dolor sit, consectetur adip iscing elitsed diam nonummy'. A bulleted list of four items is also present. At the bottom of the slide is a dark footer bar with the word 'sēbo' in white.

title goes here

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

sēbo

A large monitor is shown from a front-on perspective, displaying a presentation slide. The slide features a large white 'S' logo on a black background at the top. Below it, the text 'Title Goes Here' is displayed in large black font, followed by 'Second Line' in smaller black font, and 'SUBTITLE GOES HERE' in blue. The monitor has a black frame and a 'SHARP' logo on its bezel.

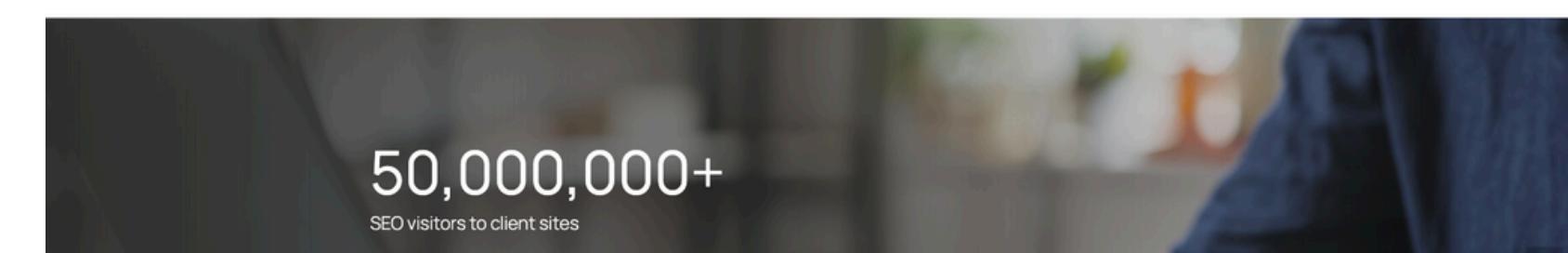
Title Goes Here
Second Line
SUBTITLE GOES HERE



website

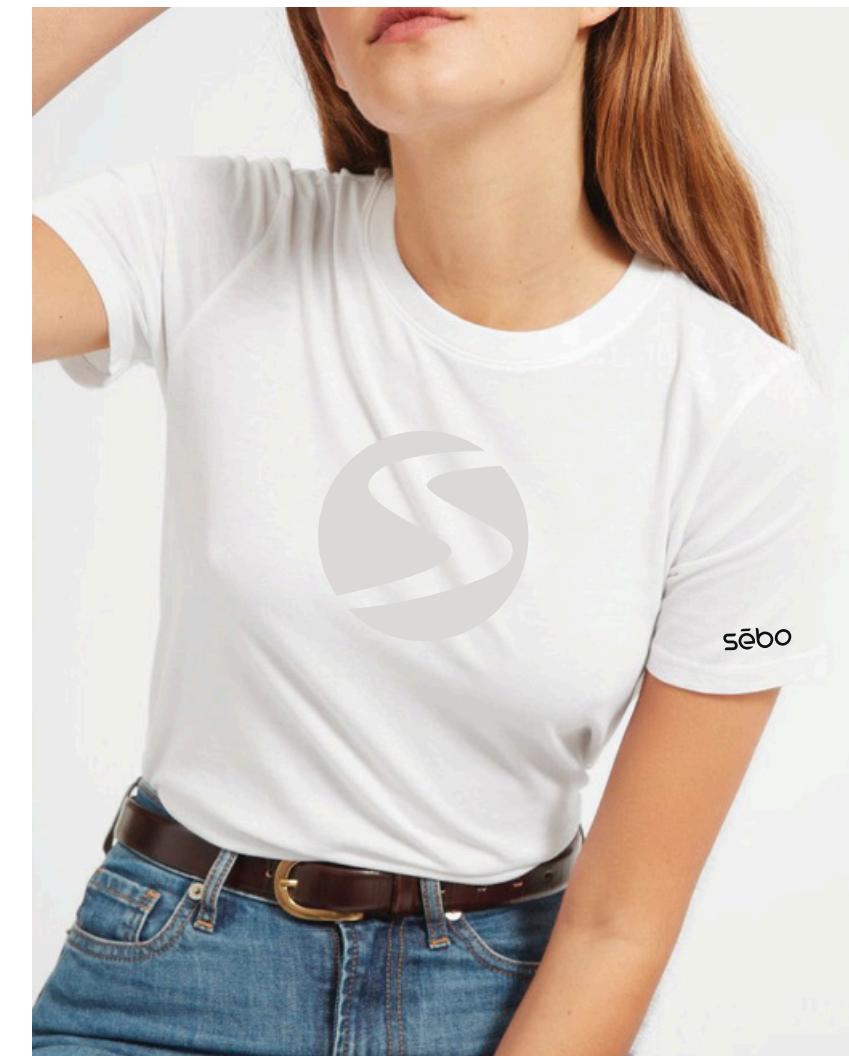
The screenshot shows the Sebo website homepage with a dark background. At the top, there's a navigation bar with links: Marketing Services, Pricing, Case Studies, Meet Sebo, and Resources. A prominent "Let's Talk" button is located in the top right corner. The main headline reads "Let's grow your revenue through" followed by a small icon of a person at a desk, and then "Advertising". Below this, a sub-headline says "Get your free website health check:". There's a large input field labeled "Enter your URL" and a "Start Analysis" button. Below the input field, there are three smaller images showing people using laptops. The bottom section features a "LET'S CHAT" button with the text "Book time with an expert" and a "Schedule a Call" button. The footer contains logos for various clients: SUMSION BUSINESS LAW, Player CAR DOCTORS, AXCESS, Wildwood TV & LIT FURNITURE, BAREBONES, BinkyBro BODY, Orange pest control, Quality Inn, and Wilson.

Sebo Marketing works in the millions





apparel





swag & vehicle wrap



