



**BRAND
BOOK**



PANTONE 152 C

HEX: #e97300

RGB: 233 115 0

CMYK: 5 66 100 1



PANTONE Black 7 C

HEX: #3d3935

RGB: 61 57 53

CMYK: 67 60 61 48

**COLOR
TINTS**



Original Color

Use the original logo as much as possible.



Inverted Color

Use the inverse logo on dark color backgrounds.



Black and White Color

Use the black and white logo when full-color printing is not available (Light Background).



Black and White Inverted Color

Use the black and white inverted logo when full-color printing is not available (Dark Background).

COLOR VARIATIONS



- Use the original logo as much as possible.
- You can use the logo wherever possible as long as the logo is clear and visible.
- Use only the preferred color tints for the logo.


- Do not tilt the logo.
- Do not place the logo on a complicated background.
- Do not change the preferred color for the logo.

**Correct
Usage**

LOGO

15%	Spacing	15%
		
15%	Spacing	15%

ICON

15%	Spacing	15%
		
15%	Spacing	15%

Give a 15% perimeter space on all sides of the logo.

**Clear
Spacing**



Minimum Size

The minimum size of the logo is 170px width and 30px height. For the icon, the minimum size is 40px by 16px.
NOTE: It is not advisable to use the logo below the minimum size because it affects the logo readability.


Arrangement

If the space for the logo is below the minimum size, you can place the icon at the top center of the logo or you can use the icon only.

Minimum Size and Arrangement

CONTACT DETAILS

 media@simmsa.net

 [@_SIMMSA](https://twitter.com/_SIMMSA)