

# Suri Simply Stunning Brand Mark

Brand and Style Guide

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2019

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## Brand Mark

The brand mark is the complete graphic shown including the script style “Suri”, the tag line “Simply Stunning” and the linear highlight appearing below or to the right of “Suri” as shown below. These are the core elements of the brand marks and no other shapes, characters, accents or additional design elements may be added. There is no exterior bounding shape to the brand mark.

The preferred brand mark is the complete graphical image depicted below including the script “Suri” and the italicized “Simply Stunning” in a stacked formation.



An alternate arrangement of the same design elements is the horizontal layout depicted below.



These two layouts are the only acceptable presentation of the brand mark. The layouts are provided to approved users (licensees) as complete graphical files in a variety of file formats for use in digital and print media. Any use of the brand mark must include the unedited graphic files included the TM symbol.



## Color Palette

The brand mark color design palette includes the following colors. Each color has a descriptive name relative to the brand mark program. The actual color values for each of these colors is described by the values for digital and print media. The brand mark colors have also been mapped to standardized embroidery thread colors. The brand mark should never be replicated in any of the other colors of the design palette.

### Primary Brand Colors

| Championship Purple       |        | Championship Gold                    |        |
|---------------------------|--------|--------------------------------------|--------|
| <b>Web and Digital</b>    |        |                                      |        |
| H                         | 293    | H                                    | 38     |
| S                         | 52     | S                                    | 88     |
| B                         | 27     | B                                    | 96     |
| R                         | 66     | R                                    | 245    |
| G                         | 33     | G                                    | 168    |
| B                         | 69     | B                                    | 28     |
| #                         | 422145 | #                                    | F5A81C |
| <b>Print</b>              |        |                                      |        |
| C                         | 72     | C                                    | 2      |
| M                         | 91     | M                                    | 38     |
| Y                         | 42     | Y                                    | 100    |
| K                         | 44     | K                                    | 0      |
| <b>Embroidery</b>         |        | <b>Robison Anton 2463 Merit Gold</b> |        |
| Robison Anton 2431 Purple |        |                                      |        |

### Neutral Accent

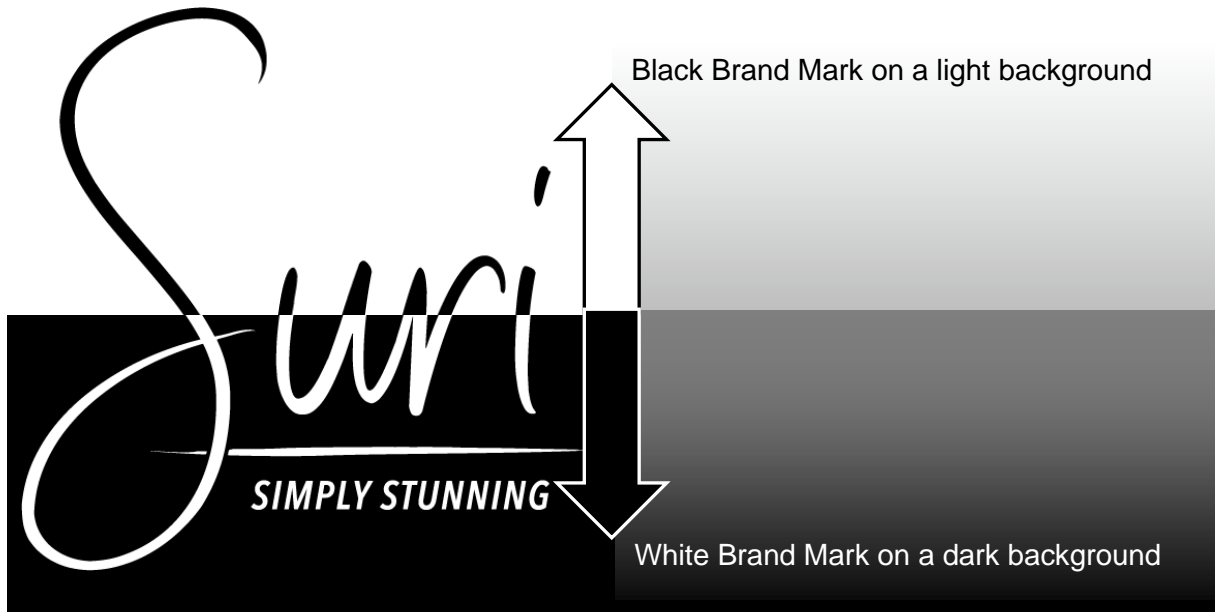
### Complementary Colors (as needed)

| Sterling Grey          |        | Energy Green |        | Deep Blue |        |
|------------------------|--------|--------------|--------|-----------|--------|
| <b>Web and Digital</b> |        |              |        |           |        |
| H                      | 179    | H            | 170    | H         | 194    |
| S                      | 0      | S            | 100    | S         | 100    |
| B                      | 70     | B            | 57     | B         | 61     |
| R                      | 179    | R            | 0      | R         | 0      |
| G                      | 181    | G            | 146    | G         | 114    |
| B                      | 181    | B            | 126    | B         | 156    |
| #                      | B3B5B5 | #            | 00927E | #         | 00729C |
| <b>Print</b>           |        |              |        |           |        |
| C                      | 31     | C            | 88     | C         | 86     |
| M                      | 23     | M            | 18     | M         | 31     |
| Y                      | 24     | Y            | 60     | Y         | 9      |
| K                      | 0      | K            | 4      | K         | 24     |



## Non-color Reproduction

The brand mark is provided in black and white formats. The brand mark may be used in digital and print copy in black and white format when color reproduction is not possible or practical, or when a black or white version of the brand mark is more clearly legible on busy or photographic backgrounds. The black versions of the brand mark are appropriate for lighter colored backgrounds. The white version is best used on darker or busy backgrounds.

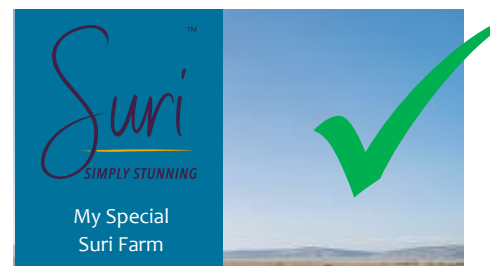
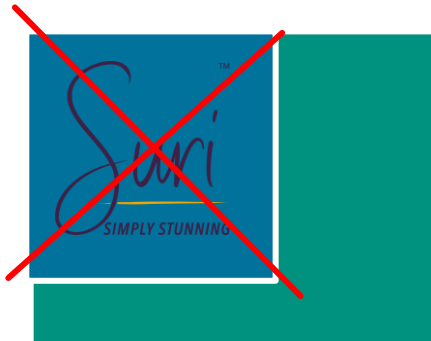




## Brand Mark Presentation

### Bounding Shape

The brand mark is to be used without any bounding box or other shape used to create a background specific to the brand mark or that implies the brand mark has an external shape other than the core elements. The brand mark should always be presented with clear space free of other logos and text. The brand mark may be used in a presentation that includes various background design elements if they are part of the overall composition and not specific to the mark. However, background shapes and colors should not visually obscure or alter the overall brand mark shape.



Do not use the brand mark on backgrounds with insufficient contrast.





### Clearspace

The brand mark should always have a minimum open area around it defined by the "X." No other foreground graphic element should appear within the clearspace around the brand mark.



### Scale and Minimum Size

The brand mark should always appear in its original proportions. When scaling the graphic files, the relationship between height and width must remain constant. The stacked version of the logo is has an approximate H:V ratio of 1:1. The horizontal version is approximately 1.75:1.



The brand mark should always appear at least 0.75" in height.

### Embroidered Applications

The brand mark is designed to be functional in a wide range of embroidered applications. the primary colors of Championship Purple and Gold should be used in any embroidered application. These colors have been accurately reproduced using standardized Robinson Anton thread colors as indicated in the color palette. Other colors in the brand mark color palette have not been tested for embroidery application.





## Digital Files

The brand mark is available in two layout styles (stacked and horizontal) for use in different arrangements and media. The digital files are provided in two flavors (file formats): Bitmap and Vector. Bitmap is like a digital photo; it works great for things on the web and in smaller print sizes. If you scale it too large it will start to get grainy or jagged (pixelated), so also provided are “vector-based” files. These can be scaled to any size (including banners) without pixelation.

In each flavor there are different colors of both the stacked and horizontal layouts. The original purple and gold color, an all-black version and an all-white version. If you open any of the white files on a white screen you will not see anything, they need a colored background.

The vector-based files are generally for large format publishing as a banner or other print media. Some computers or programs may not open them, but most any publishing software will. On a PC, a double click may open them in a web browser window. However, the view may be scaled very large and will require dragging the view sliders to move around the window and spot it.

The easiest files to view, place in a website or publish at the original scale are the PNG files. They can be viewed or used in most any photo or desktop publishing software because they are simple bitmaps (maps of pixels) just like a digital photo.

| Layout Style  |  |
|---|--|
| Stacked   | Horizontal  |
| <b>Bitmap Files</b><br>(PNG or “portable network graphic” files are bitmap pictures of fixed resolution that can display with a transparent background and are typically used for web based graphics) |  |
| Suri Brand Mark Color Stacked.png   | Suri Brand Mark Color Horizontal.png   |
| Suri Brand Mark Black Stacked.png   | Suri Brand Mark Black Horizontal.png   |
| Suri Brand Mark White Stacked.png   | Suri Brand Mark White Horizontal.png   |
| <b>Vector Files</b><br>(SVG or “scalable vector graphic” files are vector based 2D graphics that can be rescaled to almost any size without loss of resolution)                                       |  |
| Suri Brand Mark Color Stacked.svg   | Suri Brand Mark Color Horizontal.svg   |
| Suri Brand Mark Black Stacked.svg   | Suri Brand Mark Black Horizontal.svg   |
| Suri Brand Mark White Stacked.svg   | Suri Brand Mark White Horizontal.svg   |