SLA Guidelines

CHOOSING THE CORRECT COLOURS

In addition to the two corporate colours (Dark Blue and Ochre), a secondary colour has been chosen to give you even greater flexibility and variety when you're producing communications for SLA.

DARK BLUE PANTONE 280	OCHRE PANTONE 1245	COMPLIMENTARY GOLDEN BROWN
C 100	C 0	C 30
M 68	M 30	M 25
Y 0	Y 100	Y 50
K 54	K 20	K 20
R 23	R 208	R 162
G 50	G 153	G 155
B 93	B 16	B 123
#17325d	#d09910	#a29b7b

USING THE LOGO

TWO COLOUR

This is the preferred option and this marque should be used whenever possible.

TWO COLOUR WITH STRAPLINE

This logo option should be used when the strapline does not appear anywhere else.

ONE COLOUR BLACK

This is the option for use when printing in black and white or where there are colour restrictions.

BLACK WITH STRAPLINE

This logo option should be used when the strapline does not appear anywhere else.

21st BIRTHDAY LOGO

TYPOGRAPHY
USING THE CORPORATE TYPEFACES

Two typefaces have been chosen for use in all of SLA communications. These are Baskerville, a simple, modern yet classic typeface, with a timeless appearance and Praxis, a simple and legible sans serif typeface. It is important to use both, but to ensure that the relationship between them is understood and that they are applied consistently. So, Baskerville should be used as the predominant typeface for headings, and Praxis's excellent legibility is ideal when setting body copy. Please use the suggested weights depending on emphasis that you require.

Baskerville
Praxis

Baskerville Regular
Baskerville Semibold

Praxis Light
Praxis Regular
Praxis Semibold

MINIMUM SIZE

MINIMUM SIZE 30MM

Never use the SLA identity any smaller than the above minimum size, this will maintain clarity of information when printing.