



Brand Guidelines

NOTICE

To protect the integrity of the SNUC brand, materials both digital and print must receive written approval from **SNUC Creative** before being produced, displayed, or shared online.

All materials shall be submitted to creative@SNUC.com for review and approval prior to use.

Logo Guidelines

SNUC logo construction



The construction of the SNUC logo is made up from an armadillo icon and the SNUC wordmark.

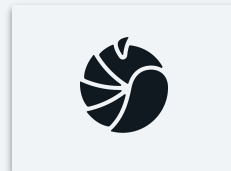
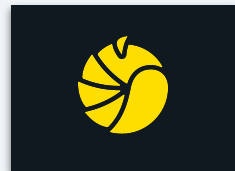


✓ DO THIS

SNUC logo instructions



- Use these color combinations
- Use the logo left aligned

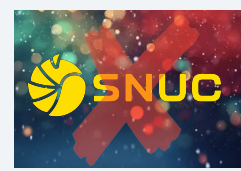


X DON'T DO THIS

SNUC logo instructions



- Don't align to the right
- Don't add a drop shadow
- Don't distort
- Don't use **YILLO** on a light background
- Don't use the icon only
- Don't use on complicated backgrounds

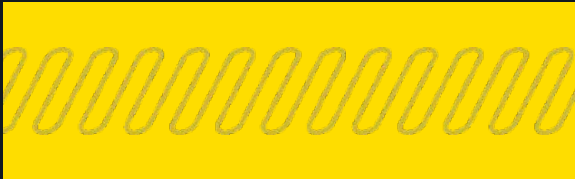


Brand Elements

Divider & Turing Pattern



DIVIDER ON YILLO



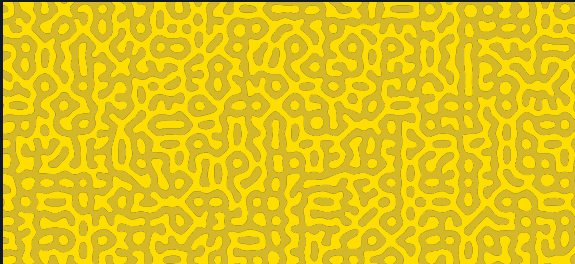
DIVIDER ON EDGE BLACK



DIVIDER ON GLACIAL/WHITE



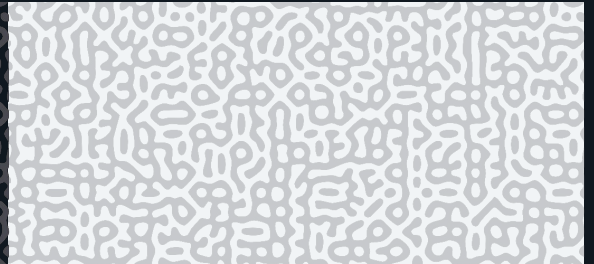
TURING PATTERN ON YILLO



TURING PATTERN ON EDGE BLACK



TURING PATTERN ON GLACIAL/WHITE



Brand Colors



PRIMARY COLORS

YILLO
#FEDD00

C0 / M9 / Y100 / K0

EDGE BLACK
#101820

C100 / M79 / Y44 / K93

GLACIAL
#F1F4F6

C4 / M2 / Y2 / K0

SECONDARY ACTION COLORS

RED
#FA4834

ORANGE
#FAA833

GREEN
#4FB764

NEON
#7CF4D9

BLUE
#0075FB

WHITE
#000000

C42 / M0 / Y25 / K0

Headline & Copy Fonts



HEADINGS

Exo2 Semi Bold

COPY

Exo2 Normal

Exo2 Normal

Exo2 Normal

Exo 2 LINK: <https://fonts.google.com/specimen/Exo+2?query=EXO+2>

A Tale of Two Cities

It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us, we were all going direct to Heaven, we were all going direct the other way – in short, the period was so far like the present period that some of its noisiest authorities insisted on its being received, for good or for evil, in the superlative degree of comparison only.

Charles Dickens

NOTE:

Use Google custom line spacing at .9

**FOR ALL
MULTI LINE
HEADLINES**

Custom spacing

Line spacing

Paragraph spacing (pts)

Before After

Cancel



