SAI
PLATFORM

Brand Guidelines

SAI PLATFORM BRAND GUIDELINES **2023**

Contents

Logo
OVERVIEW

SAI Platform's logo has two versions: An outlined single-colour variant, and a solid, full-colour alternative. The outlined logo is the primary logo and is used to lead marketing materials, while the full-colour logo is used in a more supporting role (e.g. at the back of reports) and on official documentation.

Outlined Logo

Full-Colour Logo

Logo
RULES

Both logos should retain their integrity and not be alerted structurally, or have any effects applied. The only legitimate change permitted is the colour of the outlined logo (see next page).

Do not...
alter the colour of the logo*

Do not...
alter the scale of logo elements

Do not...
distort or stretch the logo

Do not...
apply effects to the logo

*Although the outlined logo can be displayed in a selection of brand colours, only one colour can be used at a time.

Logo
RULES

The full-colour logo has a white outline stroke, meaning it can be placed on any background colour and maintain its legibility.

The outlined logo should be brand grey as standard, but can also be displayed in other brand colours, or white on dark backgrounds and imagery.

The following rules apply for the application of the outlined logo:

Do...
use darker outline logo against light backgrounds

Do...
use white outline logo against dark backgrounds

Do...
use white outline logo against images with sufficient contrast
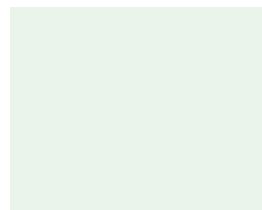
Colour
CORE PALETTE

The core SAI Platform brand palette is led with dark grey and light green. Bright green is used for prominent highlights, with yellow used sparingly on additional highlight elements. Greys are a useful alternative to the light green for backgrounds.

Dark Grey
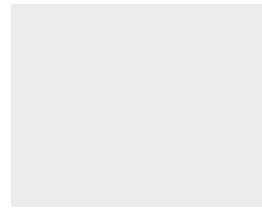C14 M10 Y0 K82
R68 G71 B80
#444750

Light Green
C10 M0 Y11 K0
R234 G244 B235
#eaf4eb

Bright Green
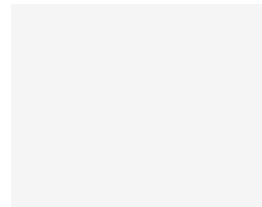C76 M3 Y100 K18
R45 G149 B62
#2d953e

Grey
C7 M5 Y5 K0
R236 G236 B237
#ececed

Yellow
C0 M32 Y87 K0
R252 G181 B59
#fcb53b

Light Grey
C2 M2 Y1 K1
R245 G245 B245
#f5f5f5

Colour

SECONDARY PALETTE

The minimal core palette is effective and secondary colours should only be introduced where additional swatches are necessary – e.g. in charts and graphs, or layout formats where more colours are required. Colours that fall within the Tier 1 should be introduced first, followed by Tier 2.

Tier 1

Dark Blue

C93 **M**86 **Y**33 **K**23
R47 **G**55 **B**100
#2f3764

Red

C29 **M**97 **Y**83 **K**27
R145 **G**33 **B**43
#91212b

Dark Green

C91 **M**40 **Y**100 **K**39
R9 **G**85 **B**39
#095527

Tier 2

Bright Blue

C53 **M**0 **Y**0 **K**0
R110 **G**201 **B**240
#6ec9f0

Gold

C11 **M**22 **Y**196 **K**1
R229 **G**196 **B**119
#e5c477

SAI
PLATFORM

Colour
APPLICATION

The graphs below demonstrate how the secondary palette can be added alongide the core colours. Bright Green and Yellow are the leading colours from the core palette, followed by the three Tier 1 colours from the secondary palette, and then Tier 2.
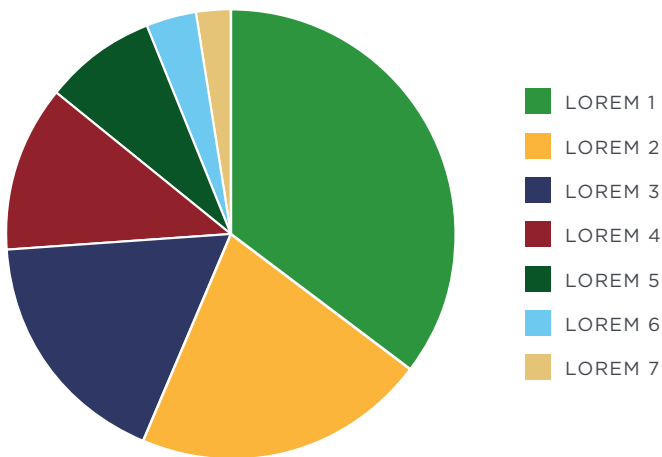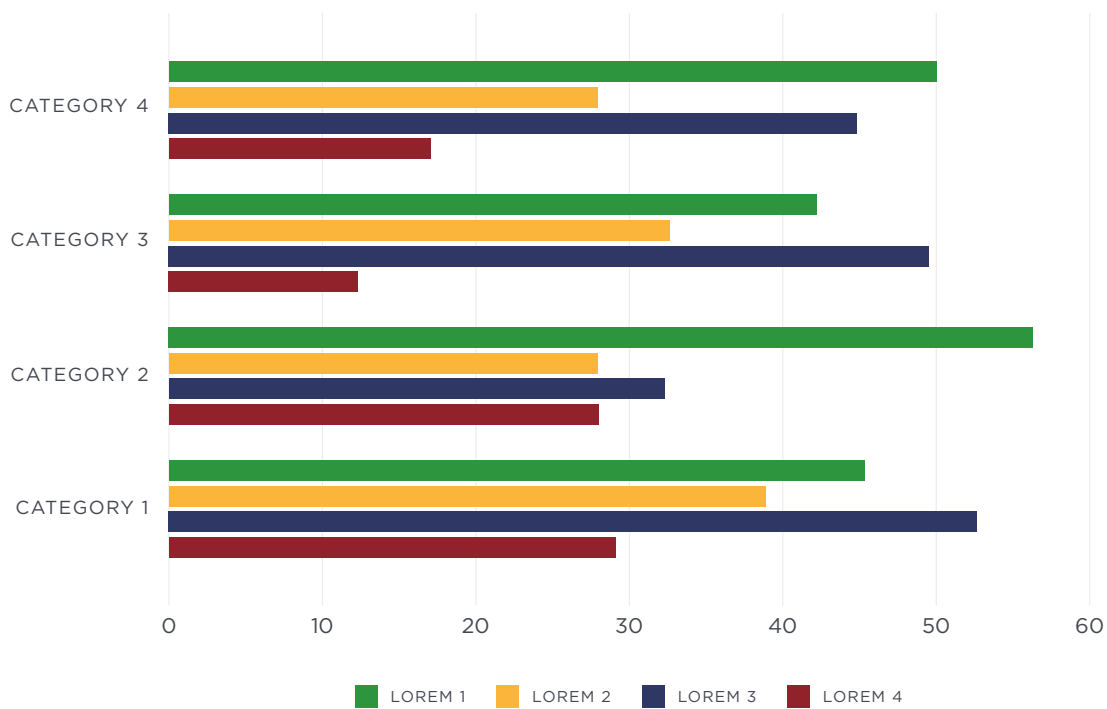
LOREM 1 LOREM 2 LOREM 3 LOREM 4

LOREM 1
LOREM 2
LOREM 3
LOREM 4
LOREM 5
LOREM 6
LOREM 7

Fonts

WEB AND PRINT

Gotham is the primary brand font for all SAI Platform collateral.
Bold is used mainly for headings, with Light used for subheadings.
Body copy is set it Open Sans Light.

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%({[£Đ$¥@#]})©®
abcdefghijklmnopqrstuvwxyz

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%({[£Đ$¥@#]})©®
abcdefghijklmnopqrstuvwxyz

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 & % ({ [£ € $ ¥ @ #] }) © ®
abcdefghijklmnopqrstuvwxyz

Fonts

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Body copy is set it Open Sans Light.

Subheading 1
Gotham Light (Caps)

Heading
Gotham Bold

Body Copy
Open Sans Light

Subheading 2
Gotham Bold

Link
Gotham Bold (Caps)

SUBHEADING 1

Heading lorem ips dolor sit amet conse adipiscing elit

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare magna, ut tristique dui. Cras mollis luctus libero.

Subheading 2
Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare.

LINK LOREM IPSUM

Fonts

SYSTEM

Brand fonts should be used wherever possible, but In cases where they cannot be accessed (or on documents with open access, such as PowerPoint files, that are shared between machines), Arial is the system font alternative which will be available as standard on all machines.

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & % ({ [£ € $ ¥ @ #] }) © ®
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & % ({ [£ € $ ¥ @ #] }) © ®
a b c d e f g h i j k l m n o p q r s t u v w x y z

Fonts

SYSTEM

Brand fonts should be used wherever possible, but In cases where they cannot be accessed (or on documents with open access, such as PowerPoint files, that are shared between machines), Arial is the system font alternative which will be available as standard on all machines.

Subheading 1
Arial Regualar (Caps)

Heading
Arial Bold

Body Copy
Arial Regular

Subheading 2
Arial Bold

Link
Arial Bold (Caps)

SUBHEADING 1

Heading lorem ips dolor sit amet conse adipiscing elit

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare magna, ut tristique dui. Cras mollis luctus libero.

Subheading 2
Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consequat leo ut imperdiet mattis. Sed ut facilisis dui. Pellentesque vel ornare.
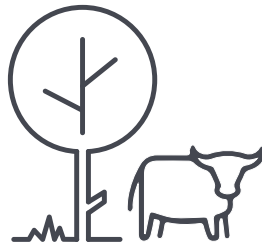
LINK LOREM IPSUM

Graphics

ILLUSTRATIONS

Illustrations can be used to add decoration to collateral. Simple graphics in an outline style depict elements of the agricultural industry, and are used in a single colour.

Sample Illustrations

Graphics

ICONS

The same linear graphic style is applied to icons, used to identify specific topics. Below are a few examples used to categorise member types, and working groups and committees. A full set of icons can be found in SAI Platform's asset library.

Member Types

Working Groups and Committees