

SAA + New Greening
BRANDING

Style Guide

COLOR PALETTE

#243340	#32404C	#FFFB00	#5E5E5E	#929292	#D5D5D5
R: 36 G: 51 B: 64	R: 50 G: 64 B: 76	R: 255 G: 251 B: 0	R: 94 G: 94 B: 94	R: 146 G: 146 B: 146	R: 213 G: 213 B: 213

COPY FONT

Inter - ExtraBold	Headline
Inter - Bold	Subheadline
Inter - SemiBold	Subheadline
Inter - Regular	Body

BACKUP SYSTEM FONT

Arial - Regular

SAA WORDMARK LOGO FONT

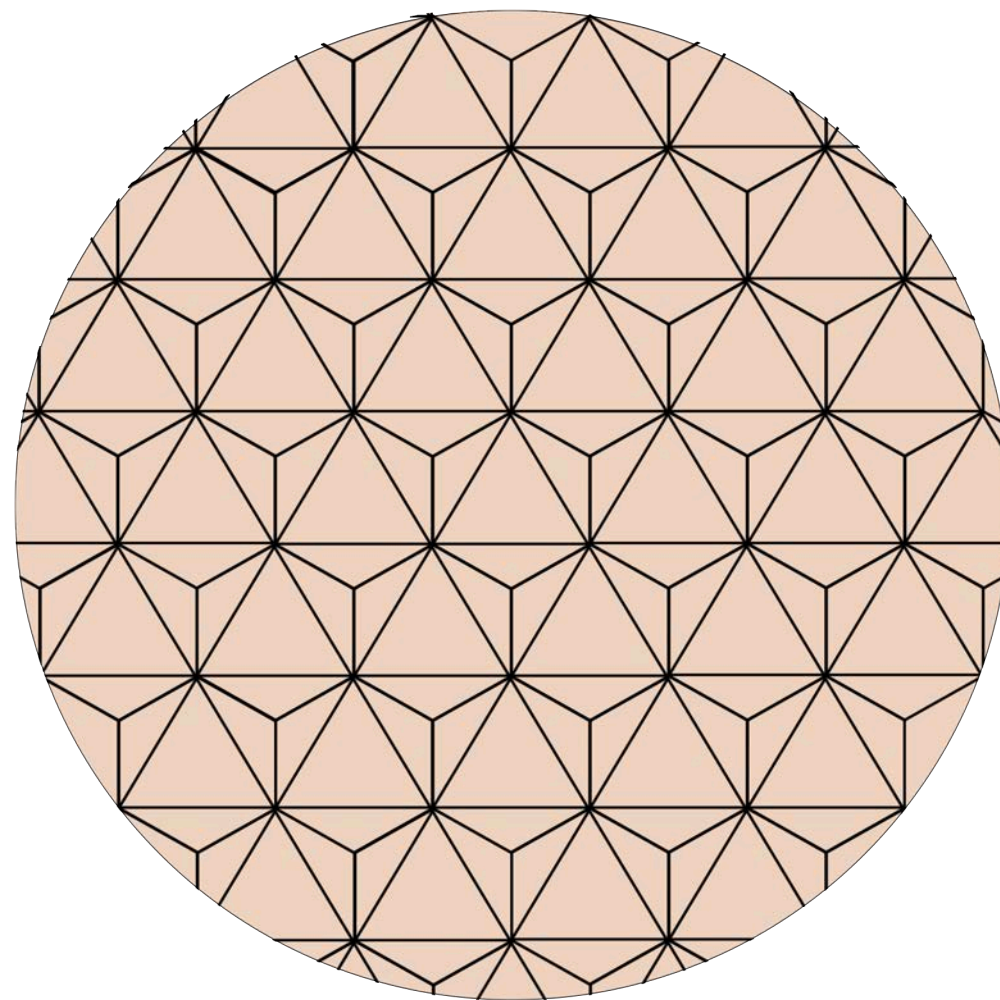
Arvo - regular

NEW GREENING WORDMARK LOGO FONT

BUNGEE - REGULAR

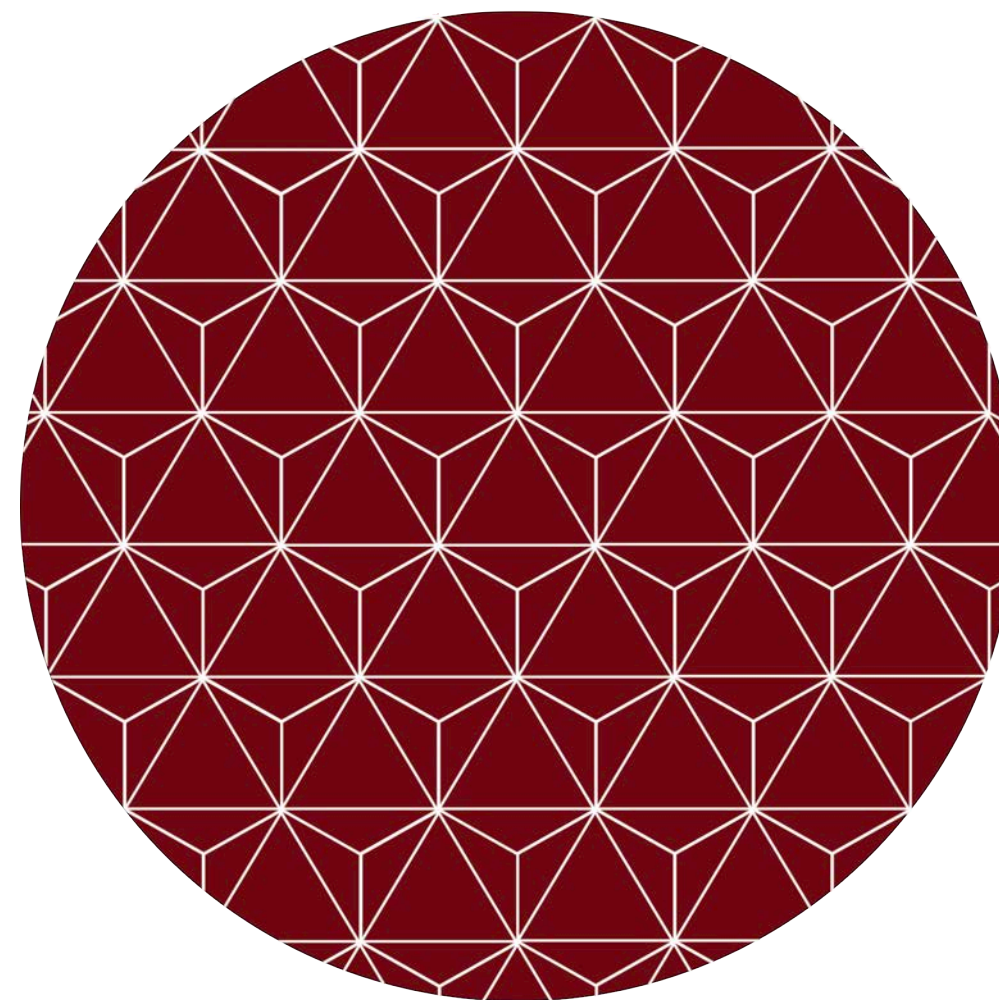
SAA Logos

2017



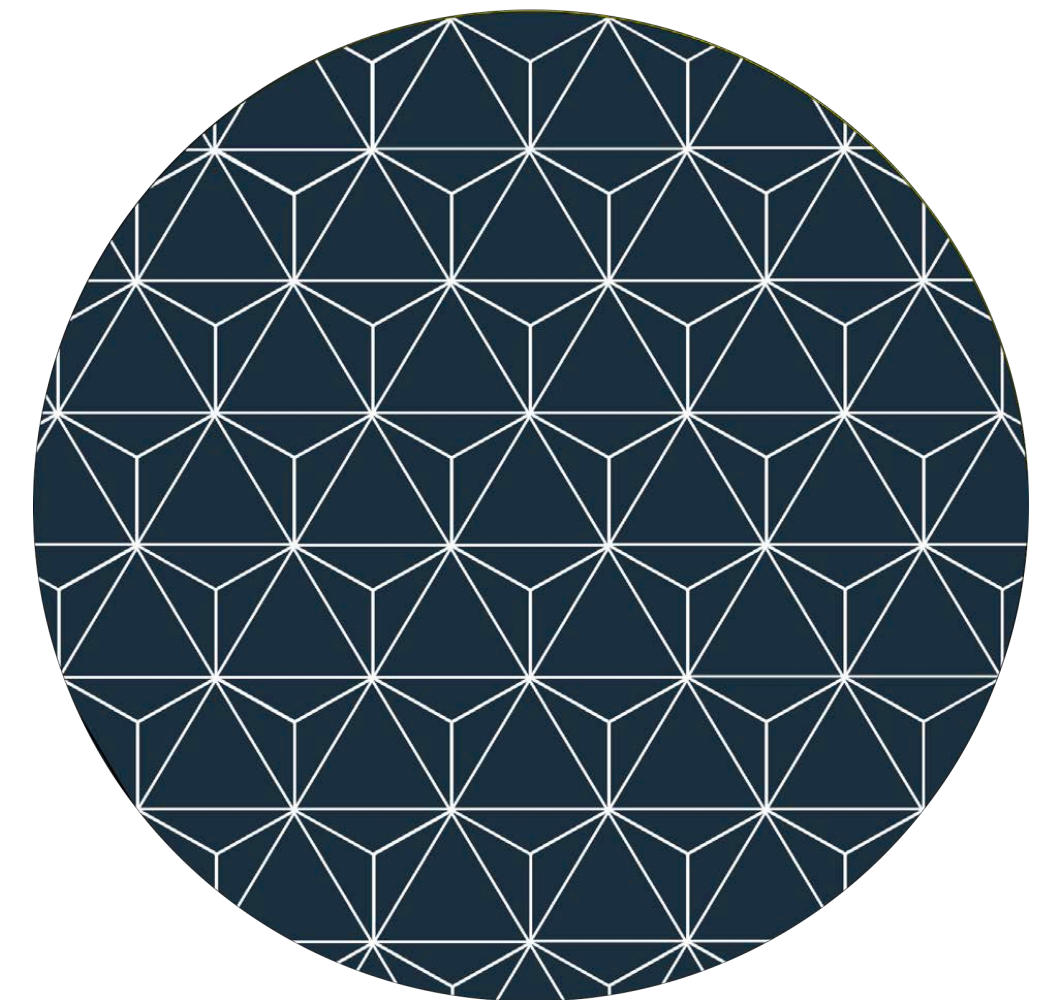
THE SOCIAL ART AWARD

2019



THE SOCIAL ART AWARD

2021

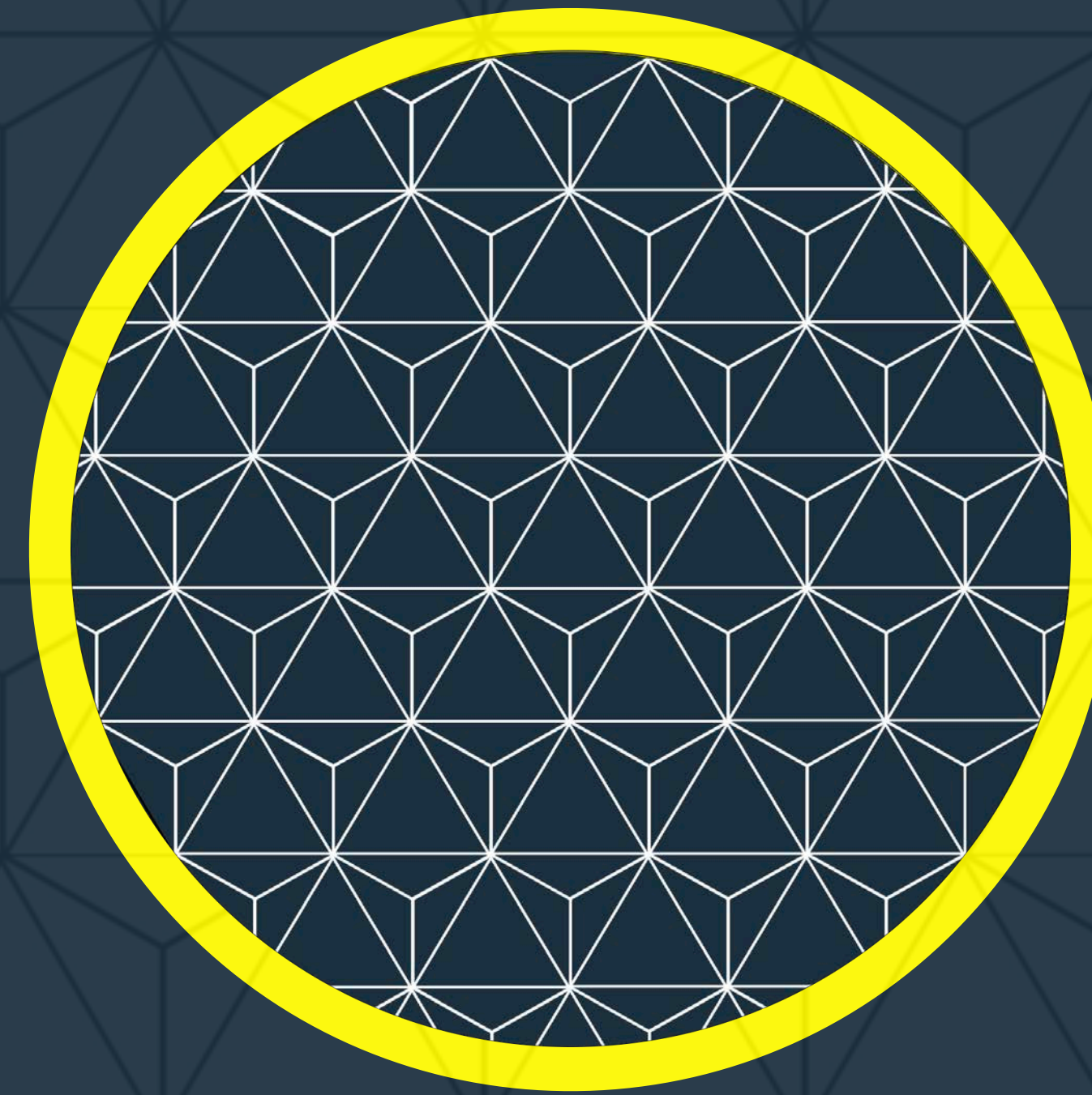


THE SOCIAL ART AWARD

As the theme for 2021's Social art Award - New Greening - is a category under The Social Art Award itself, the branding should work harmoniously with the SAA logo design.

For 2021, the SAA logo and wordmark colors are updated to match this years color palette.

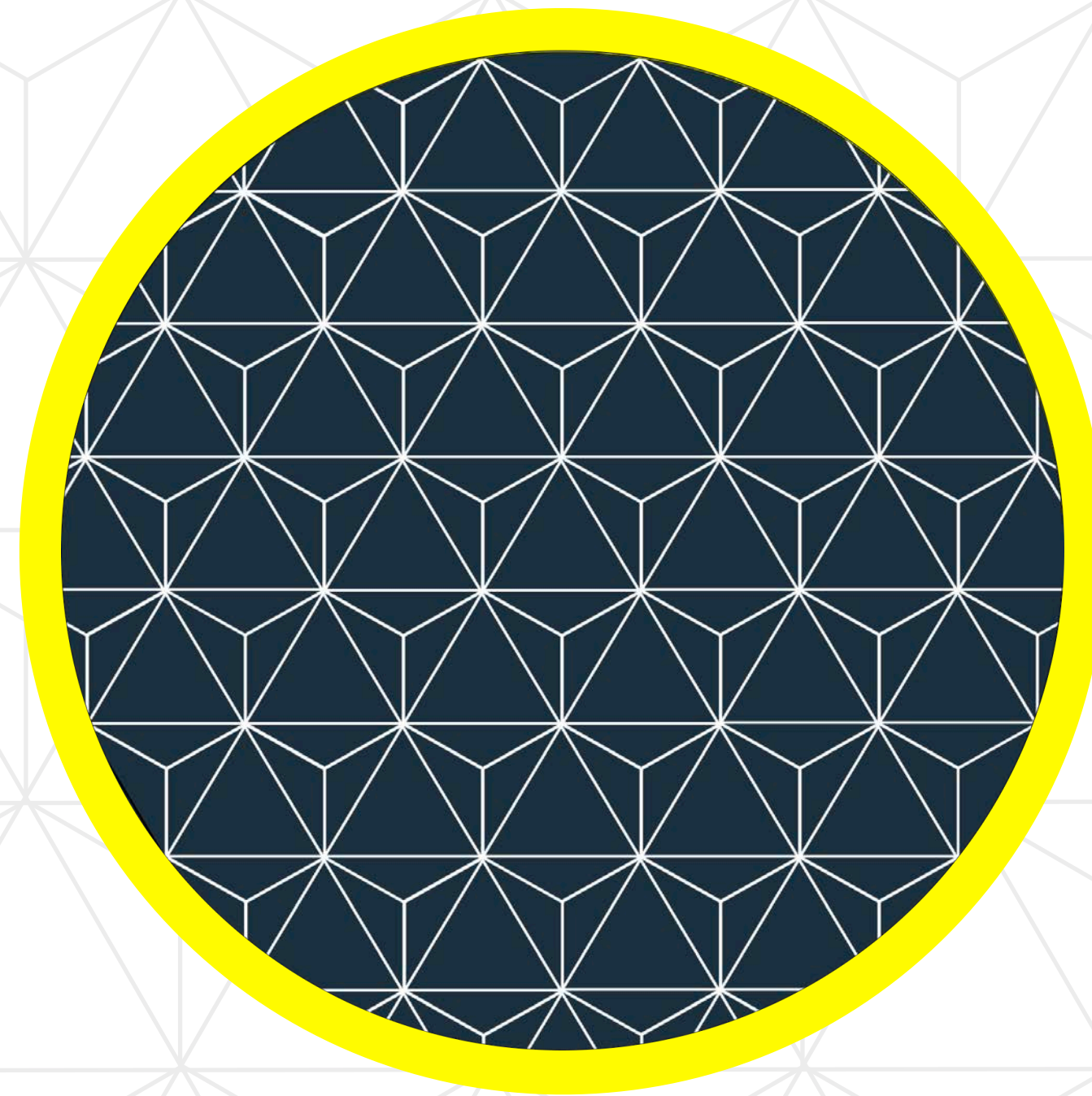
Incorporating the pattern from the SAA logo as a design element into backgrounds brings continuity into designs associated with New Greening, while giving the SAA design a refresh.



THE SOCIAL ART AWARD

Since 2017

THE INSTITUTE
FOR ART AND
INNOVATION



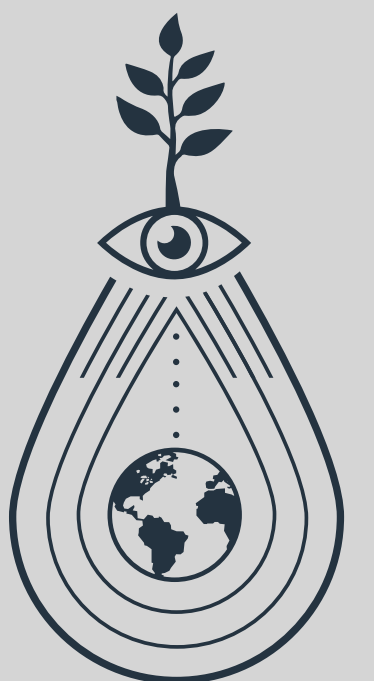
THE SOCIAL ART AWARD

Since 2017

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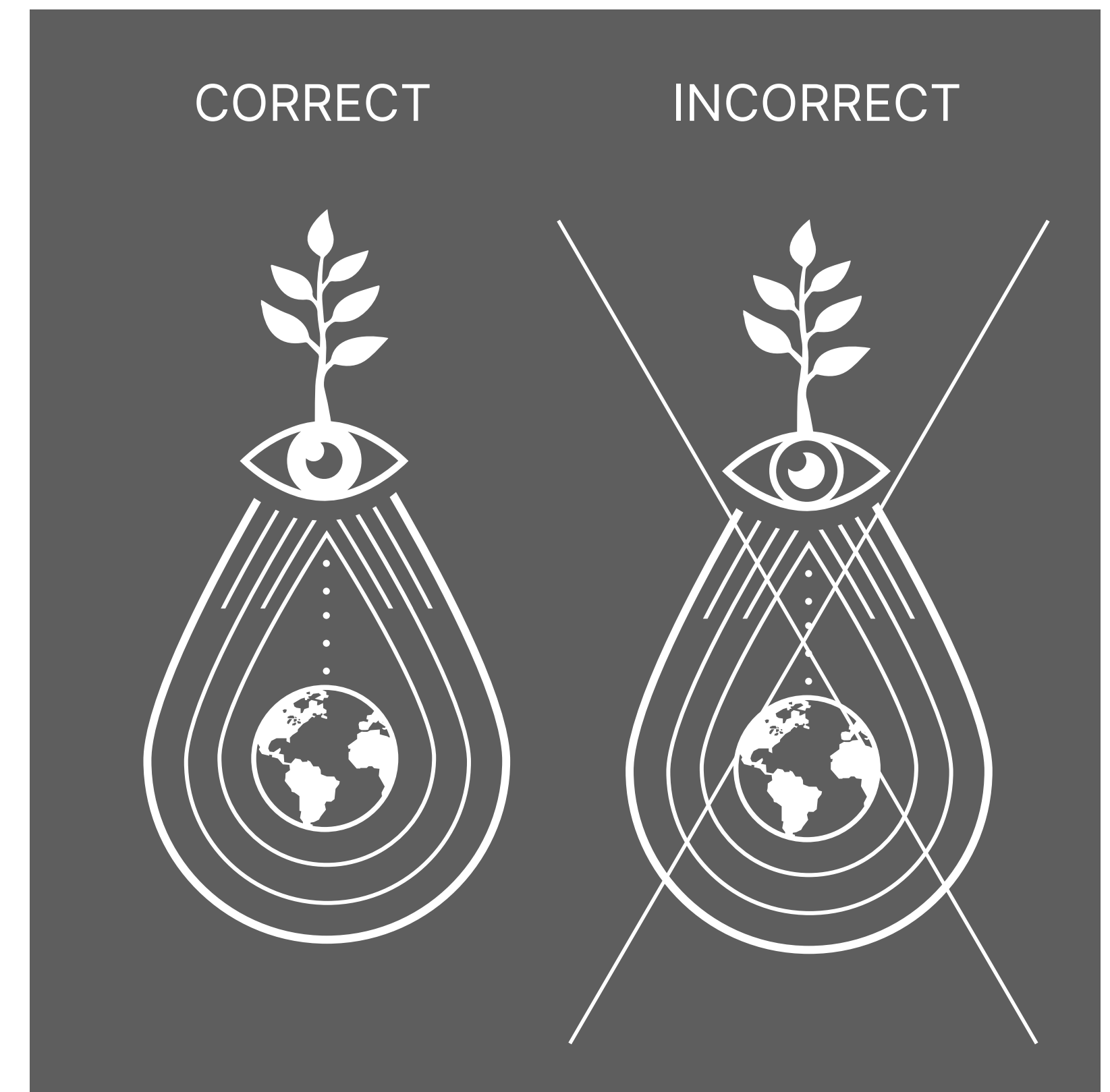
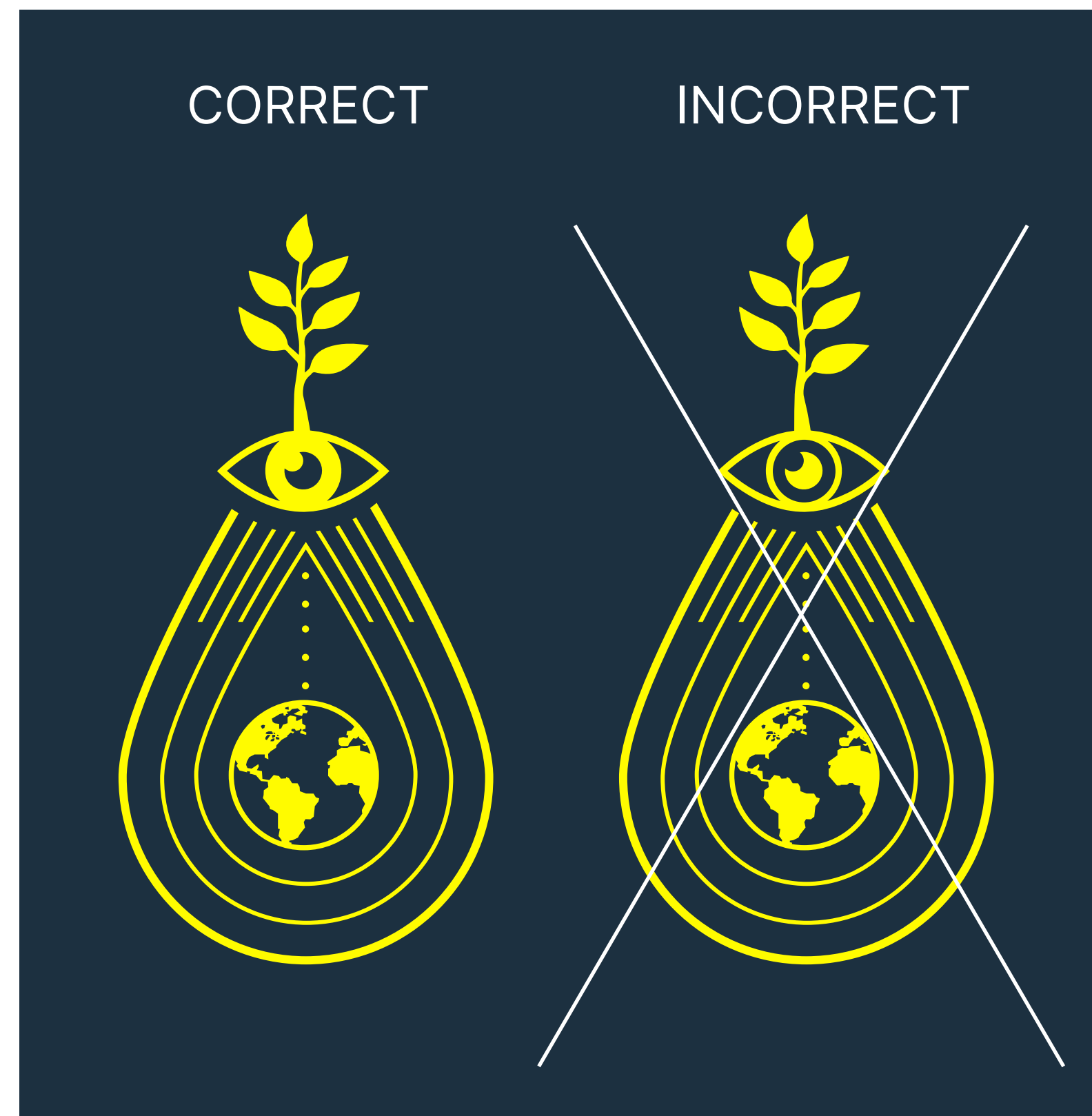
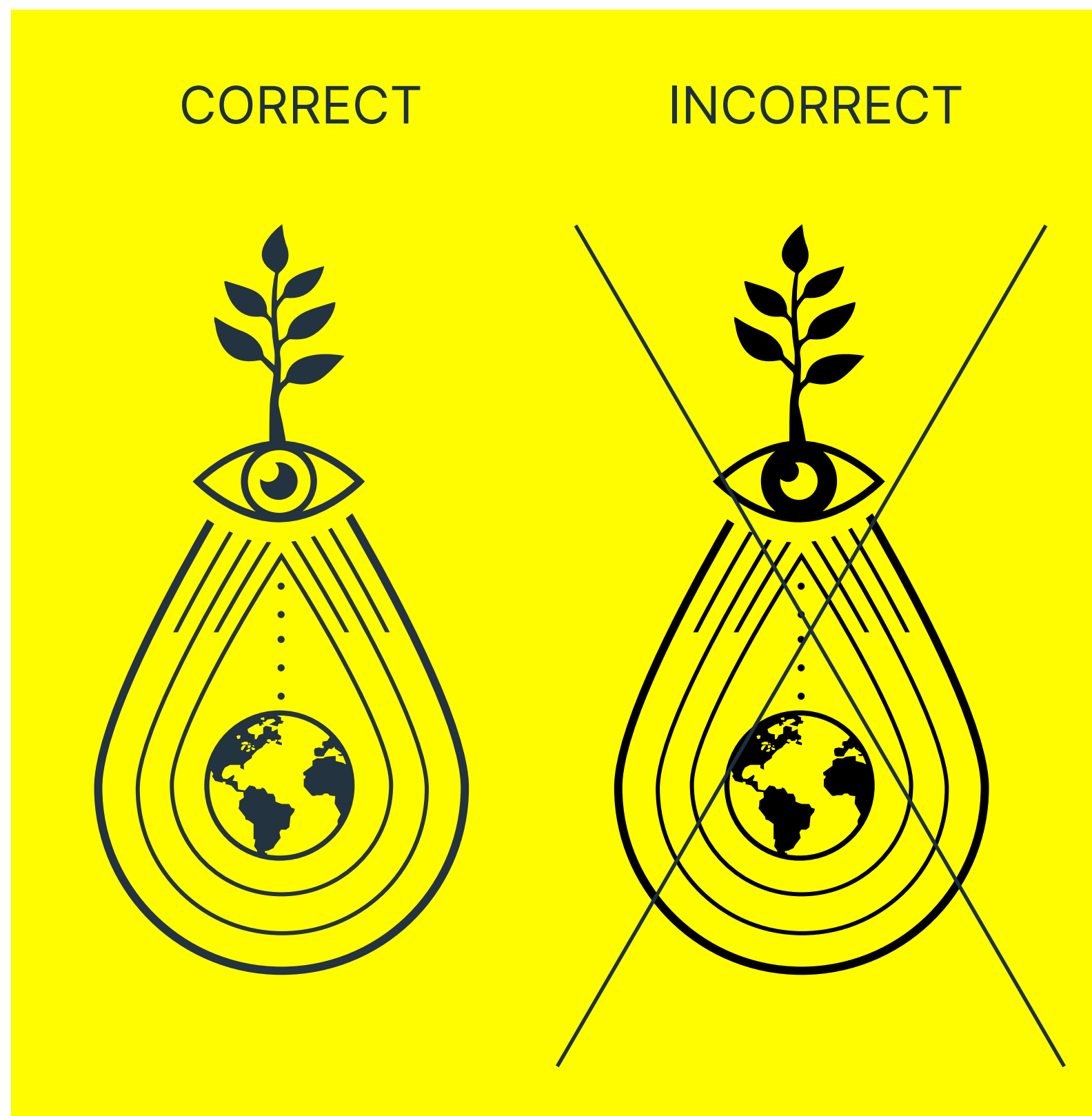
New Greening logo + wordmark

The logo is meant to be flexible, allowing for best appearance and legibility - thus the logo + wordmark layout can be adapted to the dimensions of the design specs. Some smaller scale applications may not allow for both the logo and word mark together - in which case you may choose the best option for the format - both together, logo only, or wordmark only.



New Greening logo rules

When the logo is used in lighter colours (yellow and white), the eye has been adapted to maintain the integrity of the iris. DO NOT use the Green logo and change colours into lighter versions - this will results in an unwanted 'inverted effect' or visa-versa.



New Greening word mark

The wordmark must always combine the SAA wordmark with New Greening wordmark.

The New Greening wordmark should not be used alone.

CORRECT

THE SOCIAL ART AWARD 2021

NEW GREENING

INCORRECT

~~**NEW GREENING**~~

CORRECT

THE SOCIAL ART AWARD 2021

NEW GREENING

INCORRECT

~~**NEW GREENING**~~



THE SOCIAL ART AWARD 2021

NEW GREENING



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