



LOGO COLOUR

The primary colours for the SGS logo are grey (PMS 424) and orange (PMS 021).

This is the preferred version of the logo. It should appear in this form in all external communication. Only in cases where use of the coloured logo is not possible should a single colour logo be used.

No other variation of colour is allowed.

(see page 8-9 for colour details)

BACKGROUND CONTROL

White is the preferred background for presenting the SGS logo.

A second option is to present the logo on a dark grey (85% black) background. To protect its integrity, backgrounds must never compete with the signature. Therefore, the logo must never be placed on any background colour other than white or dark grey (85% black).

The logo must never appear over an image.

SAFE AREA

Always maintain a minimum safe area around the SGS logo to preserve its integrity. This space isolates the logo from distracting graphic elements, such as copy, photography, or background patterns, and gives the logo the prominence and impact it deserves.

The safe area measurement is proportional to the size of the logo.

