



**SHETH**  
**FOUNDATION**

## LOGO COMPONENTS

---

The Sheth Foundation logo has two primary components – the flame icon and the signature. The flame icon is custom-illustrated. It can be used as a graphic element without the signature. It can be tinted and rendered in grayscale but it cannot be recolored.

The signature is composed of two fonts — Apollo MT Standard and Avenir Black. All logo files have been converted to outlines.



FLAME ICON

**SHETH**  
**FOUNDATION**

SIGNATURE

## LOGO CONFIGURATIONS

### Primary

---

#### FORMAL



It is encouraged to use the formal version of the Sheth Foundation logo. Other versions are only to be used when space is limited.

### Secondary

---

#### VERTICAL



#### HORIZONTAL



LOGO COLORS

For light backgrounds

For dark backgrounds



LOGO COLORS



PMS 138 CP



PMS 173 CP



PMS 7732 CP



SHETH  
FOUNDATION

## THE FORMAL LOGO: SIZE AND CLEAR SPACE

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space.

There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines. All variations of the logo's clear space are determined by the x-height of the second line of the signature.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.



MINIMUM PRINT SIZE  
1" width

## THE VERTICAL LOGO: SIZE AND CLEAR SPACE

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space.

There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines. All variations of the logo's clear space are determined by the x-height of the second line of the signature.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.



MINIMUM PRINT SIZE  
1" width



MINIMUM DIGITAL SIZE  
32 PX

## THE HORIZONTAL LOGO: SIZE AND CLEAR SPACE

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space.

There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines. All variations of the logo's clear space are determined by the x-height of the second line of the signature.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.



MINIMUM PRINT SIZE  
1.75" width

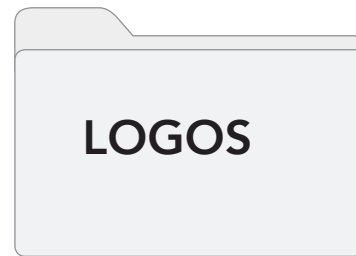


MINIMUM DIGITAL SIZE  
144 PX



## FILE TYPES

Logos are available in EPS, JPG, and PNG formats. Each file format has unique characteristics that make it ideal for certain applications.



### AI

- VECTOR FILE (CAN BE ENLARGED TO ANY SIZE)
- LARGER FILE SIZE
- REQUIRED BY MOST IMPRINTING VENDORS

#### USE FOR:

banners  
signage  
large printed materials  
publications  
embroidery  
video

### JPG

- RASTER FILE (CANNOT BE ENLARGED)
- SMALLER FILE SIZE, FAST UPLOAD/DOWNLOAD

#### USE FOR:

Microsoft Office  
web applications  
low-resolution previews

### PNG

- RASTER FILE (CANNOT BE ENLARGED)
- TRANSPARENT BACKGROUND

#### USE FOR:

Microsoft Office  
web applications with colored backgrounds

## FILE NOMENCLATURE

Identifier	Configuration	Color
SF- SHETH FOUNDATION	FS- FORMAL	FC- FULL COLOR
	V- VERTICAL	1C-O ONE COLOR ORANGE
	XH- HORIZONTAL	1C-G ONE COLOR GREEN
		1C-B ONE COLOR BLACK
		FC-W FULL COLOR / WHITE REVERSE
		W WHITE

All logos have been made available in three configurations each with the six colors.



SF-FS-FC.ai



SF-FS-1C-B.ai



SF-V-FC-W.ai



SF-V-W.ai



SF-XH-1C-O.ai



SF-XH-1C-G.ai

---

Janet Beckley  
195 Greenwood Lane  
Athens, GA 30605

706/207-9471  
janbeckley@gmail.com

