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.
LOGO CONFIGURATIONS

Primary

FORMAL

SHETH FOUNDATION

Secondary

VERTICAL

SHETH FOUNDATION

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

For light backgrounds

For dark backgrounds

SHETH FOUNDATION

SHETH FOUNDATION

SHETH FOUNDATION

SHETH FOUNDATION

SHETH FOUNDATION

SHETH FOUNDATION
LOGO COLORS

PMS 138 CP

PMS 173 CP

PMS 7732 CP
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.
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.
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

<table>
<thead>
<tr>
<th>Identifier</th>
<th>Configuration</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>SF-</td>
<td>FS- FORMAL</td>
<td>FC- FULL COLOR</td>
</tr>
<tr>
<td>SHETH FOUNDATION</td>
<td>V- VERTICAL</td>
<td>1C-O ONE COLOR ORANGE</td>
</tr>
<tr>
<td></td>
<td>XH- HORIZONTAL</td>
<td>1C-G ONE COLOR GREEN</td>
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<tr>
<td></td>
<td></td>
<td>1C-B ONE COLOR BLACK</td>
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<tr>
<td></td>
<td></td>
<td>FC-W FULL COLOR / WHITE REVERSE</td>
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<tr>
<td></td>
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<td>W WHITE</td>
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</tbody>
</table>

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