

Step Sisters Sponsor Logo Guidelines



Designed and prepared by Dan Redding at Magnetic State

MagneticState.com



1. GENERAL SPECIFICATIONS

Use only official logo files provided by the Step Sisters. Do not alter logos.

When used on the web, the sponsor logo should link to StepSisters.org.



CORRECT



INCORRECT

2. COLOR SPECIFICATIONS

Colors used in our logo are limited to the following. Use these colors only, without substitution.



#EC4895
C1 M86 Y4 K0
Pantone 213C



#00094D
C1 M86 Y4 K0
Pantone 281C



#FFF/White

On-screen Minimum Width: 190px



CORRECT



INCORRECT
Illegible & Small

3. MINIMUM SIZE

On-screen minimum width: 190px

Print minimum width: 1.5"



Grey bar indicates safety margin



INCORRECT: Adjacent ad is too close

4. SAFETY MARGINS

To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The cap height of the S in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides.