



SPRAY · BLAST · INSPECT

SPRAY. BLAST. INSPECT.

BRAND GUIDE

VERSION 2.0 | MAY 2023

01 LOGOS

Primary Logo

This is the official logo for SBI and should be used in all instances related to this brand. This logo is a symbolic representation of the brand. It should not be altered in any way under any circumstance.



Alternative Logo



01 LOGOS

Clear Space

4x amount of the space should be the exclusion zone. It is prohibited to use any sort of artwork, typography or any other graphic elements between this exclusion zone.



01 LOGOS

Minimum Size

To ensure visibility and legibility, logos should never be presented in sizes smaller than shown below.

Print



Digital



02

TYPOGRAPHY

Primary Font

The typeface helps to convey the personality and messaging of SBI. Consistent use of typography will build an immediately recognizable identity. The below fonts must be used for all headings across the SBI brand.

AA

Q FOR THE MEMORIES - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
! ? & \$ % ' * + : - \ / () { } []

Aa

Caviar Dreams - bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

! ? & \$ % ' * + : - " \ / () { } []

Aa

Caviar Dreams - regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

! ? & \$ % ' * + : - " \ / () { } []

'Caviar Dream Regular' can be used for call out text/highlighted text, captions and quotes.

02

TYPOGRAPHY

Secondary Font

For readability and accessibility purposes the below fonts must be used for all body font across the SBI brand.

Aa

Graphie - bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! ? & \$ % @ # ^ * + : - " ' \ / | () { } []

Aa

Graphie - regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! ? & \$ % @ # ^ * + : - " ' \ / | () { } []

Aa

Graphie - book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! ? & \$ % @ # ^ * + : - " ' \ / | () { } []

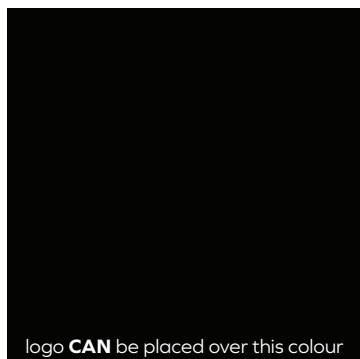
Aa

Graphie - extra light

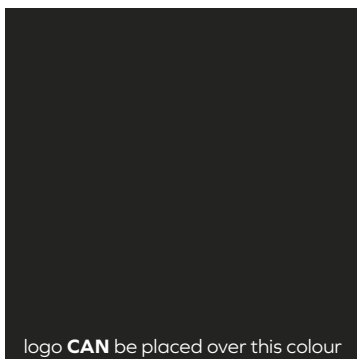
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! ? & \$ % @ # ^ * + : - " ' \ / | () { } []

03 - COLOUR PALETTE

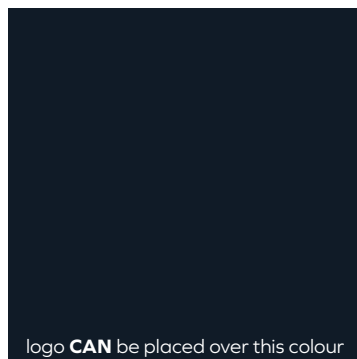
Colour Palette



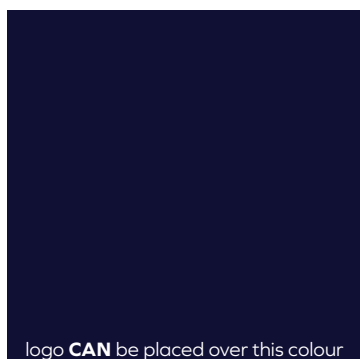
HEX | #000000
CYMK | 75 68 67 90
RGB | 00 00 00



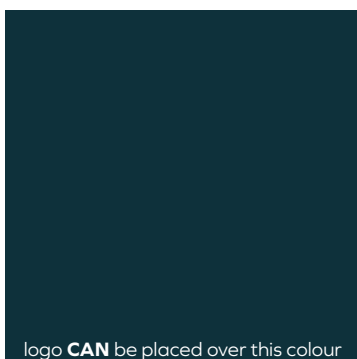
HEX | #262524
CYMK | 70 65 65 70
RGB | 38 37 36



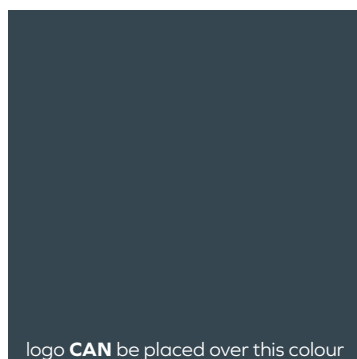
HEX | #141e29
CYMK | 84 73 56 69
RGB | 20 30 41



HEX | #121235
CYMK | 96 92 44 59
RGB | 18 18 53



HEX | #0e323d
CYMK | 92 66 55 53
RGB | 14 50 61



HEX | #374751
CYMK | 78 61 51 37
RGB | 55 71 81



HEX | #686c74
CYMK | 61 51 44 15
RGB | 104 108 116



HEX | #f1f3f4
CYMK | 4 2 2 0
RGB | 241 243 244



HEX | #7d141a
CYMK | 30 100 95 38
RGB | 125 20 26

04

BACKGROUNDS

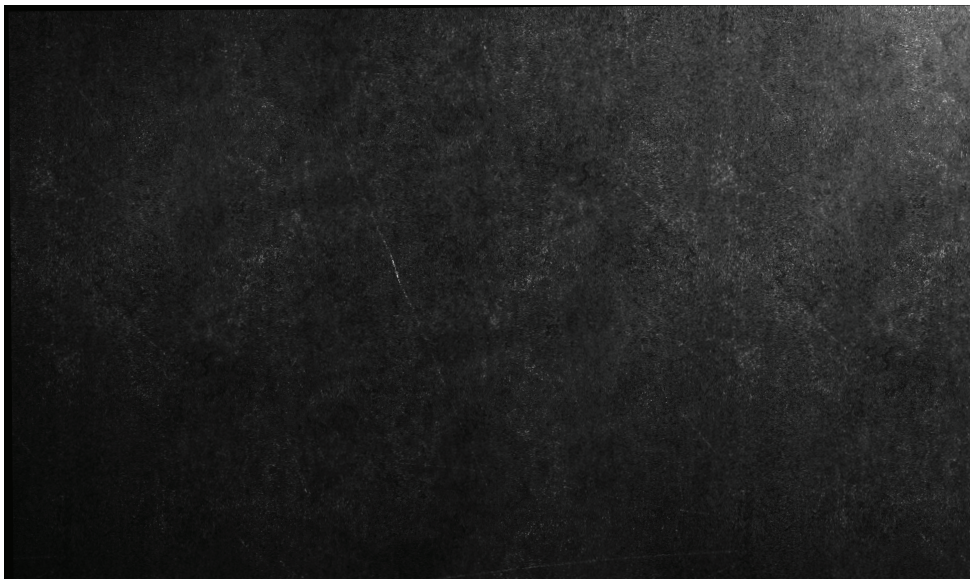
Primary Textured Background



Blue Textured Background

JPG NAME: SBI Blue Texture Background

Secondary Textured Background



Dark Grey Textured Background

JPG NAME: SBI Grey Texture Background

04

BACKGROUNDS

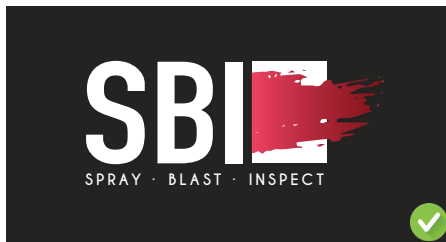
Acceptable Logos and Backgrounds:



Acceptable: Correct logo on dark blue textured background



Acceptable: Correct logo on dark grey textured background



Acceptable: Correct logo on dark grey background (#252524)



Acceptable: Correct logo on dark blue background (#10323d)



Acceptable: Correct logo on dark blue/grey background (#364650)

Unacceptable Logos and Backgrounds:



Unacceptable: Wrong logo and background too light



Unacceptable: Correct logo but background too light



Unacceptable: Correct Logo but unacceptable background colour



Unacceptable: Correct Logo but background too light



Unacceptable: Wrong Logo but correct background

06

BRANDING



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DESIGN & DEVELOPMENT BY ROUND SQUARE MARKETING