



Logo Usage Guide

## SGM Horizontal Logo



## Acceptable Logo Colors

PMS 3425 C

PMS 356 U

CMYK 94-11-84-43

RGB 0-102-67

HTML #006643

Black & White



The horizontal logo is Sleeping Giant Music's main logo. The following rules must be adhered to when using the horizontal logo:

- In the horizontal orientation, the logotype must never be separated from the the logo mark (SGM circle)
- The SGM circle must always be on the right side of the type
- When using color, the horizontal logo must always be in SGM green (PMS 3425)
- Black and white is acceptable
- Never rotate or angle the logo
- Never skew or distort the logo; always size proportionally

The same rules apply for the verticle version of the logo.



## Improper Usage

