SFAC

लघु कृषक
कृषि व्यापार संघ

Logo Standards and Usage Manual

It is important to remember that the brand strategy not only applies to formal communications, such as brochures or Web pages, but also to informal communications, such as a casual conversation or speech. Every communication, from the most mundane to the most elaborate, is an opportunity to reinforce a central message about the character of the institution.

Another important aspect of brand strategy is building the institution's distinctive personality in the mind of the public. Therefore both the content and the style of each message is important.

To put this in human terms, how would an institution that is forward-looking and socially engaged speak? It would not be shy, pedantic, provincial, or arcane. It would be engaging, cosmopolitan, unpretentious, and enthusiastic.

1 | Visual Identity System

The SFAC visual identity system is the critical tool in achieving a consistent look across all SFAC's communications. Over time, this visual identity or "look" will become associated with the SFAC brand and thereby reinforce the institution's messages and personality.

The visual identity system utilizes a basic set of rules to ensure that all of these diverse communications can easily and quickly be identified as coming from the same institution. A heightened public awareness of the broader institution also benefits the individual efforts of members of the SFAC community.

The elements of the SFAC identity system are:

· **The SFAC logo**
and its authorized variations

· **The SFAC colors**
and an accompanying color palette

· **The SFAC typefaces**

The use of each of these elements is governed by the simple and clear guidelines provided in this manual. The manual also includes numerous examples of correct as well as incorrect applications of every point to provide additional guidance.

2 | SFAC Logo

The Concept

The SFAC logo stands for

Inclusive Growth
Participatory Approach
Dynamic Nature
Value Addition.

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3 | Guidelines: Use of SFAC logo

Below are guidelines for three uses of the SFAC logo. The logo must appear in a prominent location on all print and electronic communications that will be seen by audiences outside as well as inside the SFAC.

On a multipage print publication
The logo should be placed on the front or back outside cover or on the inside front cover.

On an advertisement or poster
The logo should appear on the front.

On a Web site
The logo should appear on the homepage.

It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Please obtain authorized electronic files of the logo from SFAC Office.

Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements.

In addition, a "clear area" should be incorporated into any design using the logo.

Clear Area
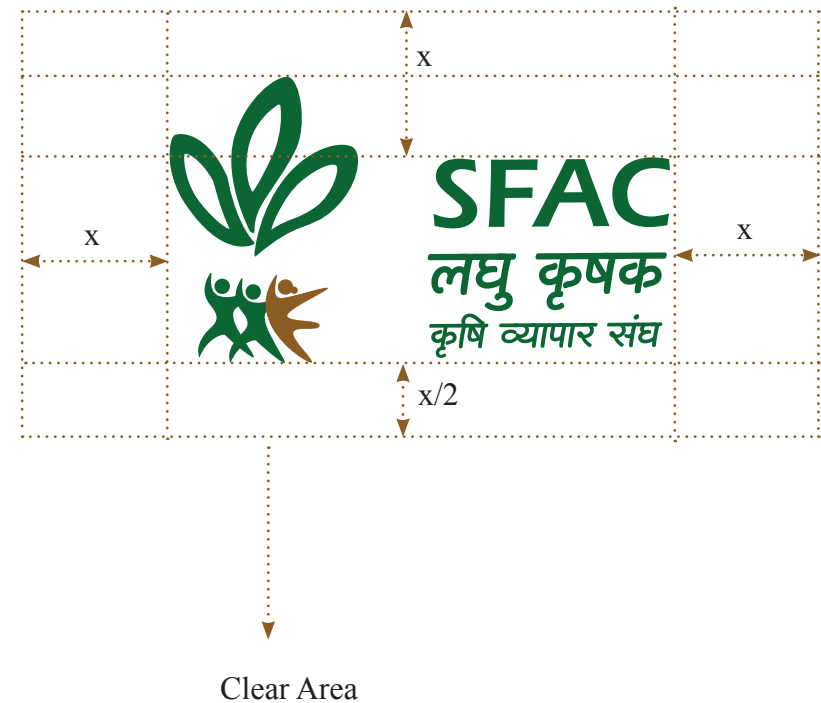
4 | Incorrect Uses of the Logo

Never manipulate or distort the SFAC logo, by stretching or compressing it.

Never replace an element of the logo.

Never add any elements to the logo, such as a line or punctuation mark.

Never add words or images to the logo to create a composite logo treatment.

5 | Colors of the Logo

The official SFAC colors are Brown and Dark Green. One or both colors together should be used frequently on publications, Web sites, etc., These colors are an important tool for building pride and awareness.

It is important that when the colors are used they are rendered accurately. This can pose a significant challenge, since vendors working in various media use different means for reproducing colors—for example on an cloth banner, delivery vehicle, or flex. The ultimate reference point for the SFAC colors is the Pantone color specification system, developed for offset printing.

The official designation for the school colors are:

Brown Pantone 8964 C

Dark Green Pantone 349 EC

A note about color-builds: When working with four-color process, one should be aware that they will not be able to reproduce the SFAC colors precisely. The given color mixes provide the closest approximation of the SFAC colors in most contexts.

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C:26	R:172
M:64	G:102
Y:100	B:37
K:13	
#AC6625	

C:91	R:0
M:12	G:102
Y:92	B:53
K:44	
#006635	

6 | Use of Colors

This section explains how to employ color with the Tufts logo.

Correct uses
With one exception, the SFAC logo should always be printed in a double color.

That one exception is when the logo is printed on the school colors, which are brown and dark green.

When designing a brochure that employs less than full color, for example a two-color green and black piece, the logo should printed in the darker and more neutral of the two colors, which in this case would be black. The logo could also reverse out to white.

Incorrect uses
It is not permissible to print the logo in any other two-color combination, such as black and blue, red and black, or white and blue.

Such misuse of the logo could lead to confusion about the official SFAC colors and would therefore be counter productive to the aims of the branding strategy. Because the logo is the primary mark of the SFAC, it should be printed in the official colors. If this is not possible, then it should be reproduced in a neutral dark shade, such as black or in reverse white.

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SFAC

8 | Official SFAC Typefaces

There are certain typefaces SFAC units are required to use on all electronic and print publications.

The typefaces have been selected to allow for flexibility of design while also complementing the university logo. The goal is to allow units to create their own distinctive "look" that suits their own marketing purposes while also ensuring that all communications originating from SFAC have a professional appearance.

Each family of fonts has a large range of weights and style options, including italics, small caps, etc. to allow for numerous options.

ERAS Medium ITC (for Heading/Caption text in print)
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz012345

ERAS Demi (for Heading text in print)
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz012345

ERAS bold (for Heading text in print)
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz012345

Meta Book (for text in print)
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz012345

Arial Regular (for web)
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz012345

Times New Roman (for body text in print)
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz012345

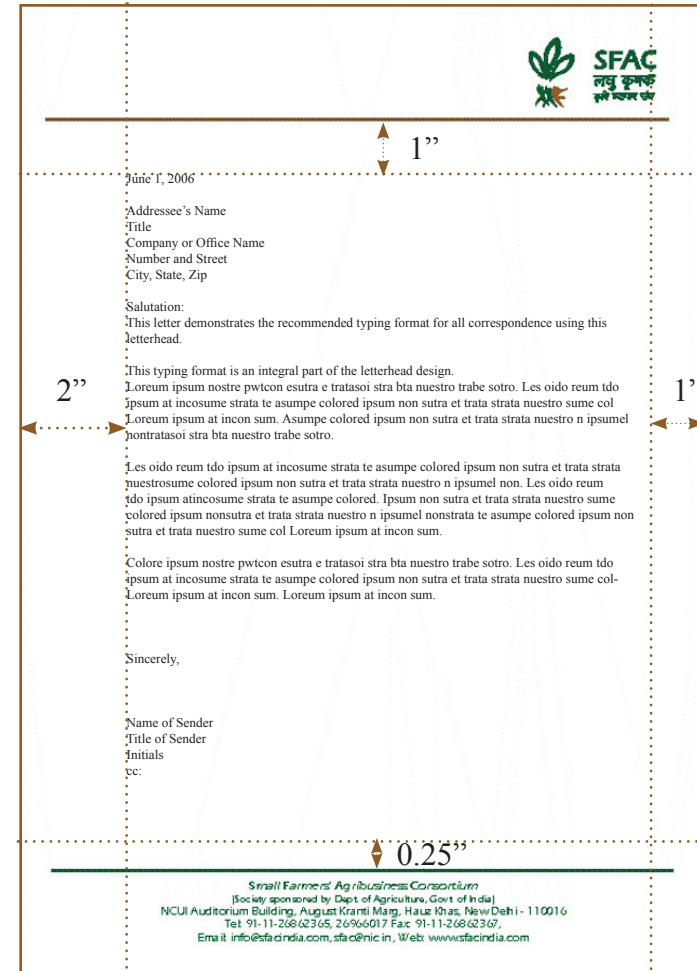Note: Font Files can be obtained from the SFAC Office in Delhi, India

9 | Letter Head

The typing format for the standard letterhead and letterhead second sheet shown at right is an integral part of the design and should be followed.

Type should be set in Times New Roman (DOS/ Windows) or Times Roman (Mac) at 11 pt. The left margin should be set at 1.25" and the right margin at 1". The upper margin should be set at 1" from the brown line and the bottom margin at 0.25" from the green line. The signature should be set flush left. The body copy is flush left, not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow two line spaces above the addressee's name, title, company name, etc. and one line above the salutation. In the body of the letter, add one line space between paragraphs.

There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

1"

2"

1"

June 1, 2006

Addressee's Name
Title
Company or Office Name
Number and Street
City, State, Zip

Salutation:
This letter demonstrates the recommended typing format for all correspondence using this letterhead.

This typing format is an integral part of the letterhead design.
Loreum ipsum nostre pwtcon esutra e tratasoi stra bta nuestro trabe sotro. Les oido reum tdo ipsum at incosume strata te asumpe colored ipsum non sutra et trata strata nuestro sume col Loreum ipsum at incon sum. Asumpe colored ipsum non sutra et trata strata nuestro n ipsumel nontratasoi stra bta nuestro trabe sotro.

Les oido reum tdo ipsum at incosume strata te asumpe colored ipsum non sutra et trata strata nuestrosume colored ipsum non sutra et trata strata nuestro n ipsumel non. Les oido reum tdo ipsum atincosume strata te asumpe colored. Ipsum non sutra et trata strata nuestro sume colored ipsum nonsutra et trata strata nuestro n ipsumel nonstrata te asumpe colored ipsum non sutra et trata nuestro sume col Loreum ipsum at incon sum.

Colore ipsum nostre pwtcon esutra e tratasoi stra bta nuestro trabe sotro. Les oido reum tdo ipsum at incosume strata te asumpe colored ipsum non sutra et trata strata nuestro sume col-Loreum ipsum at incon sum. Loreum ipsum at incon sum.

Sincerely,

Name of Sender
Title of Sender
Initials
cc:

0.25"

Small Farmers' Agribusiness Consortium
(Society sponsored by Dept of Agriculture, Govt of India)
NCUI Auditorium Building, August Kranti Marg, Hauz Khas, New Delhi - 110016
Tel 91-11-26862365, 26966017 Fax 91-11-26862367,
Email info@sfacindia.com, sfac@nic.in, Web: www.sfacindia.com

10 | Visiting Cards

Positioning of information on SFAC business cards is shown at right.

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Name Surname
Designation

Small Farmers' Agribusiness Consortium

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August Kranti Marg,Hauz Khas,
New Delhi - 110016

Tel: 91-11-26862365, 26966017
Fax: 91-11-26862367

Email: info@sfacindia.com, sfac@nic.in
Web: www.sfacindia.com

+91 1234567890
name@sfacindia.com

10 | Envelopes

#10 Envelope (Envelop for A4 tri fold)
Address on envelope should be typed
as shown, 4" from left and 1.75"
from top.

Oversized 9" x 12"mailing envelopes are available too.

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Email: info@sfacindia.com, sfac@nic.in , Web: www.sfacindia.com

10 | Word & PowerPoint Template

Presentation and word document.