



the complete brand manual



STRAIGHT-LINE LEADERSHIP
SINCE 1986



our colors overview

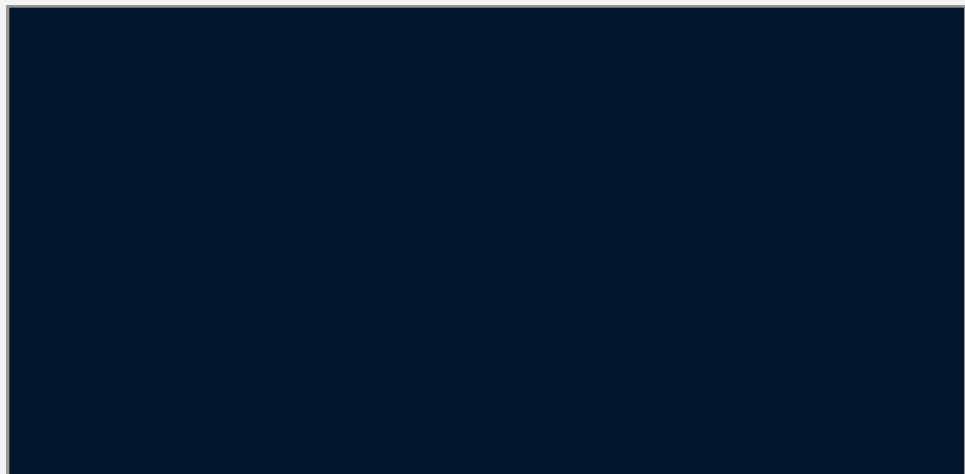
Our color palette brings out the depth and dimension of our identity.

Primary Colors

Our primary color palette is comprised of three colors: SLL blue, white and black.

SLL Blue symbolizes growth and trust, commands attention and inspires action.

Our blue is an essential part of our brand identity and should be evident in every communication wherever possible.



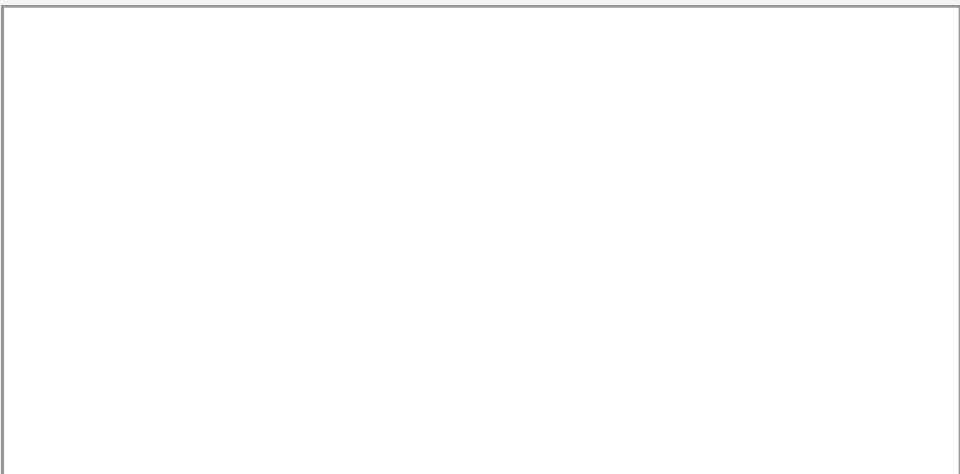
SLL Blue

CMYK 100 / 86 / 50 / 70

RGB 1 / 22 / 43

HEX #01162B

PMS 295C

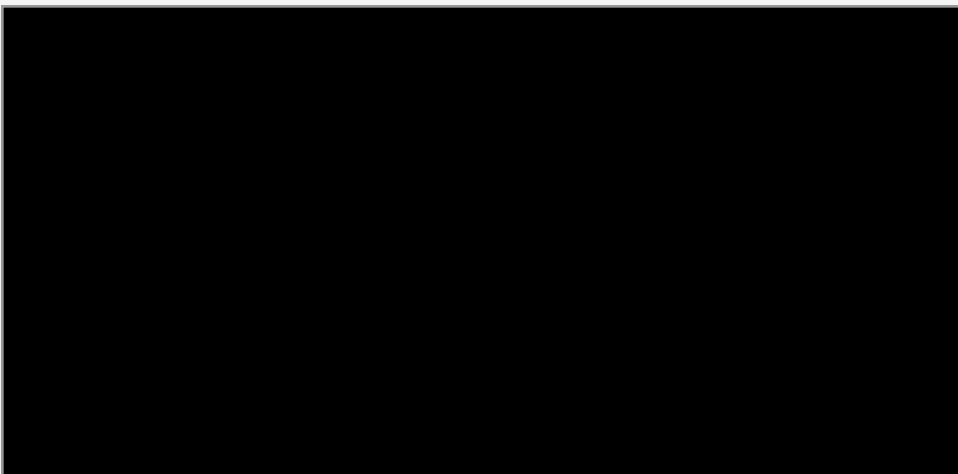


White

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #FFFFFF



Black

CMYK 0 / 0 / 0 / 100

RGB 0 / 0 / 0

HEX #000000



Gold

CMYK 0 / 0 / 0 / 100

RGB 176 / 144 / 67

HEX #B09043



our logo overview

Our logo is a powerful expression of who we are. Our distinctive symbol, which we call the Element, speaks to our singular focus on business customers and their success — with a color that signals growth and opportunity—supported by an approachable wordmark that says we're welcoming to our members and partners.

Primary Logo

The Straight-Line Leadership logo has two components—the Element symbol and our wordmark. The primary logo is our first choice and should be used on all communications wherever possible. Never alter the spacing, relative size or orientation of the logo. To maintain consistent use and ensure the integrity of the logo.



Colors

Our logo is available in a variety of formats to accommodate production needs across multiple channels and media.

Color Logo

Use the color version whenever possible. The color logo includes a blue word mark which is for light backgrounds.

Use the four-color CMYK version of the logo for process or digital print applications.

Use the RGB/HEX version of the logo for web or Microsoft Office applications.



Black Logo

Use the black logo when contrast is insufficient for the color logo, or in cases where only black and white printing is possible.



Reverse Logo

Use the reverse logo on dark backgrounds or when full-color reproduction is not an option.



Clear Space

Clear space protects our logo by giving it a minimum of breathing room. Be sure that the clear space around the logo is equal to at least half the height of the logo itself. Keep clear space free of any text, graphic elements or visual marks.

Clear space may be adjusted for select online and exterior signage applications where space is limited.



Backgrounds

use



Do

Use the color logo on a white or light background



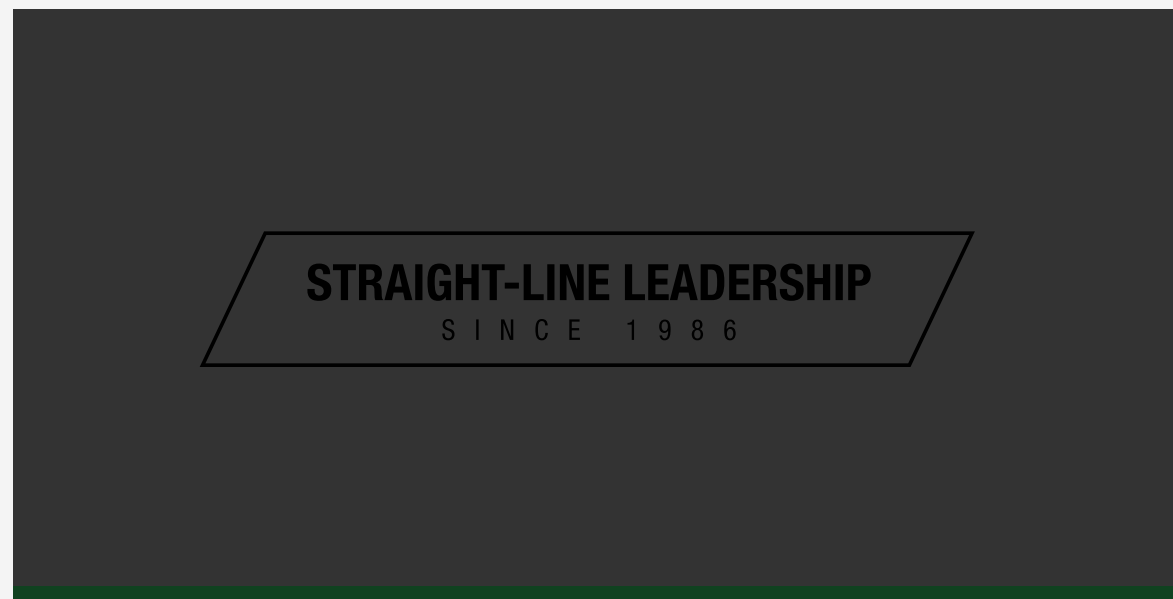
Do

Use the color reverse logo on a black solid background or dark imagery that provides sufficient contrast



Don't

Fill the inside of the logo symbol with white or other colors



Don't

Use the black logo on a dark background that obscures the logo



Don't

Use the color logo on a background that obscures the symbol or wordmark



Don't

Use the reverse logo on a background that obscures the logo

Minimum Size



Regular Use

The minimum size for the regular use logo is 1.25” wide for print and 177 pixels wide for digital.

Small Use

In cases when the logo needs to be smaller than the regular use logo permits, use the small use logo that has been modified for legibility at a small scale.



Logo Placement

Use the primary logo whenever possible. Place the logo on the top left, centered or right or bottom left, centered or right. Either placement may be used depending on the layout; neither placement is necessarily preferred.



Improper Usage

use

Use these examples as a guide for general logo use and placement:



Do
Use the color logo on a white or light background



Do
Use the color reverse logo on a black solid background or dark imagery that provides sufficient contrast



Do
Use the color logo on a white or light background



Don't
Scale the tekst and figure separately



Don't
Use the color logo on a background that obscures the symbol or wordmark

Restricted Use Logos

In this section we offer alternative versions of our SLL logo in support of special scenarios.





thrive now. regret nothing later

STRAIGHT-LINE LEADERSHIP
S I N C E 1 9 8 6



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