社會企業研究院
Social Enterprise Research Academy

BRAND IDENTITY AND GUIDELINES

The goal of this Brand Identity and Usage Guidelines is to help audiences understand who the Social Enterprise Research Academy, SERA is, what SERA means, where SERA is going and what makes us different. It helps to characterize our image and mould perceptions about us."

SERA CORPORATE LOGO

INTRODUCTION

The Brand Identity and Usage Guidelines provides our requirements regarding use of the logotype (hereinafter "Logo") of Social Enterprise Research Academy (hereinafter "SERA").

The Logos are the sole and exclusive properly of SERA. You, as a Logo user ("users"), are responsible for complying with any modified terms, so please review this policy and become familiar with any modifications we publish. If users do not accept and agree to follow the rules for using the Logo as set out in this policy, users do not have the right to use the Logo and should not use them. Any use of the Logo that does not comply with this policy is not authorized. If users violate the rules set out in this policy, users must cease all use of Logo, regardless of the uses otherwise allowed in this policy. In addition, SERA reserves the right to revoke its approval of users' use of the logo at any time.

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SERA CORPORATE LOGO

Logo Appearance

It have been devised to allow SERA to achieve consistency throughout its printed and online communications. They are intended to assist SERA in its development of a consistent, authoritative and global brand.

This Guidelines introduces the essential elements of our brand, from logo to typefaces, from color palettes to imagery. The proper and legitimate use of these elements builds an array of communications that are on-brand, expressive and consistent.

For consistency of brand, as well as ease of use, it is crucial that this Guidelines be referenced when using the SERA logo. The logo has been designed to maximise legibility while maintaining a balance of the key elements. The logo has also been designed to strengthen and intensify the SERA brand.

Altering this logo in any way or recreating this logo from scratch is unconditionally forbidden.

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SERA CORPORATE LOGO

Logo Variation

There is one logo, which has been rendered in several ways, depending on its use. Care must be taken to secure that the correct logo is used depending on the way in which the logo will be produced.

The Primary logo (1) should be used in all situations where the logo will appear on white and be viewed in colour. These are the logos of preference, for printed material use either one of the log in “SERA-LOGO-Set.ai”, accodring to the guidelines of different versions.

For all material printed internally or for digital distribution use either one of the following:

(1)

SERA-LOGO-Set_Horizontal-1-white.png
SERA-LOGO-Set_Horizontal-1.jpg
SERA-LOGO-Set_Horizontal-1b&cw.jpg
SERA-LOGO-Set_Horizontal-1b&cw.png
SERA-LOGO-Set_Horizontal-1mono.jpg
SERA-LOGO-Set_Horizontal-1mono.png

(2)

SERA-LOGO-Set_Horizontal-2-white.png
SERA-LOGO-Set_Horizontal-2.jpg
SERA-LOGO-Set_Horizontal-2b&cw.jpg
SERA-LOGO-Set_Horizontal-2b&cw.png
SERA-LOGO-Set_Horizontal-2mono.jpg
SERA-LOGO-Set_Horizontal-2mono.png

(3)

SERA-LOGO-Set_Vertical-1-white.png
SERA-LOGO-Set_Vertical-1.jpg
SERA-LOGO-Set_Vertical-1b&cw.jpg
SERA-LOGO-Set_Vertical-1b&cw.png
SERA-LOGO-Set_Vertical-1mono.jpg
SERA-LOGO-Set_Vertical-1mono.png

(4)

SERA-LOGO-Set_Vertical-2-white.png
SERA-LOGO-Set_Vertical-2.jpg
SERA-LOGO-Set_Vertical-2b&cw.jpg
SERA-LOGO-Set_Vertical-2b&cw.png
SERA-LOGO-Set_Vertical-2mono.jpg
SERA-LOGO-Set_Vertical-2mono.png

SERA CORPORATE LOGO

SIZE AND POSITION

It is necessary to make sure that the Corporate logo is clearly reproduced and easily seen. For clarity reason, an exclusion zone or clear space area (grey part) has been created in which no other graphics or text should appear.

Size and position guidelines for (1)

The clear space is defined by X which equals to the distance away from the edge of the SERA Corporate logo which defines the exclusion zone.

The logo must never be used smaller than 26mm in width in printed material, or 74px wide in digital material.

The logo should usually be placed in the top left or bottom right of a document.

minimum size

SERA CORPORATE LOGO

SIZE AND POSITION

Size and position guidelines for (2)

The clear space is defined by X which equals to the distance away from the edge of the SERA Corporate logo which defines the exclusion zone.

The logo must never be used smaller than 20mm in width in printed material, or 57px wide in digital material.

The logo should usually be placed in the top left or bottom right of a document.

minimum size

20mm
57px

SIZE AND POSITION

Size and position guidelines for (3)

The clear space is defined by X which equals to the distance away from the edge of the SERA Corporate logo which defines the exclusion zone.

The logo must never be used smaller than 52.5mm in width in printed material,
or 149px wide in digital material.

The logo should usually be placed in the top left or bottom right of a document.

minimum size	52.5mm 149px

SIZE AND POSITION

Size and position guidelines for (4)

The clear space is defined by X which equals to the distance away from the edge of the SERA Corporate logo which defines the exclusion zone.

The logo must never be used smaller than 46mm in width in printed material, or 130px wide in digital material.

The logo should usually be placed in the top left or bottom right of a document.

minimum size	46mm 130px

SERA CORPORATE LOGO

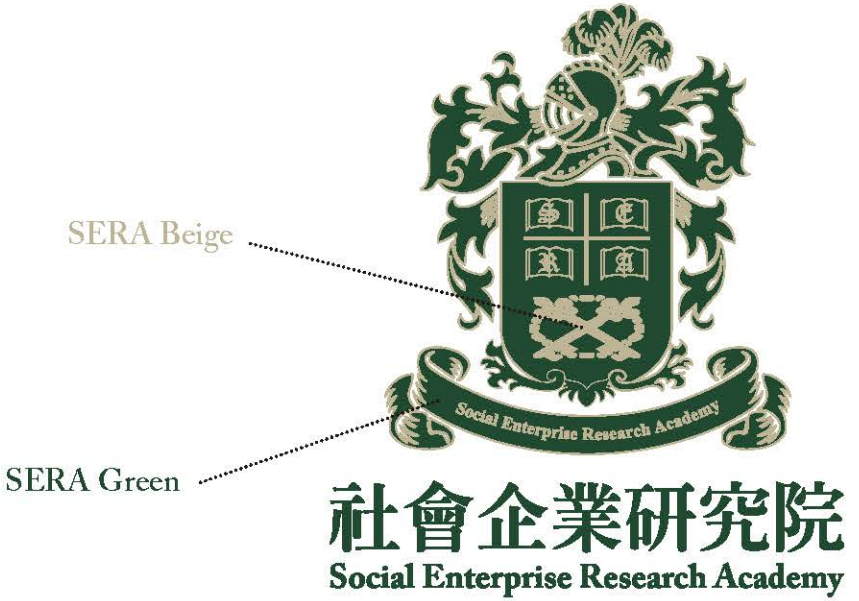
COLOR

SERA Corporate logo has 2 major colours.

These are SERA Green and SERA Beige. These colours should be used to highlight elements of material in preference to other colours.

SERA Green
Pantone
CMYK: C78 M45 Y78 K50
RGB: R40 G73 B52
#284934

SERA Beige
Pantone
CMYK: C26 M25 Y40 K6
RGB: R181 G170 B146
#b5aa92



SERA CORPORATE LOGO

COLOUR VERSIONS

Limited colour logos should be used in all situations where the logo will appear on a coloured background, or will not be viewed in colour.

When using the SERA Corporate logo on colour backgrounds, the logo should always be wholly visible, and the name must have adequate contrast to be clearly readable.

For white backgrounds, the main SERA Corporate logo (figure 1) should be used.

For white backgrounds on greyscale material, please use GREEN (figure 2) or BLACK version (figure 3).

Figure 2 may also be used on backgrounds with adequate contrast to ensure clear legibility of the SERA logo (less than 20% of coverage).

For coloured backgrounds (above 20% of coverage) please use BLACK (figure 3) or WHITE version (figure 4).

Figure 1

Figure 2

Figure 3

Figure 4

SERA CORPORATE LOGO

COLOUR VERSIONS

Figure 1

Figure 2

Figure 3

Figure 4

Figure 1

Figure 2

Figure 3

Figure 4

Figure 1

Figure 2

Figure 3

Figure 4

LOGO MISUSE

These are examples of IMPROPER use:

- The logo must **not be changed in colour** from the supplied files (Figure 5).
- It **must not be changed in proportion**/ skewed or stretched (Figure 6).
- **No text should be added** to the logo (Figure 7).
- The logo should **not be applied on images** in such a way that the background **interferes with its legibility** (Figure 8).
- **Only single colour** logos should be placed **on any coloured background, including image**s (Figure 9).

Figure 5

Figure 6

Figure 7

Figure 8

Figure 9

FONTS

To integrate the SERA identity, a range of fonts has been selected. Those are Adobe Caslon Pro.

Font sizes should be chosen that are proper for the material being created. Generally, body copy should be 9pt with a line spacing of 10.8pt(auto). Preferred colour is Black.

SERA Green can be used for titles and subtitles (all caps).

TITLE

SUB TITLE

Body

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abckefghijklmnopqrstuvwxyz

Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abckefghijklmnopqrstuvwxyz

Adobe Caslon Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abckefghijklmnopqrstuvwxyz

Rules for Using the Logo

Users must comply with all of the following rules when using a Logo:

- the Logo is only applicable in Hong Kong.
- The logo may only be used for marketing purposes or other promotional materials for collaborative organizations and designated support activities with the permission of SERA.
- Logos may not be used in any confusing way.
- No Logo may be used in any way that suggests that SERA is affiliated with, sponsors, approves or endorses the users, users' organization, users' websites, users' products or users' services, unless such a relationship exists.
- No Logo may be used in any way that mischaracterizes any relationship between users and SERA
- Users may not use the Logos to advertise on websites and promotional pieces without our written permission.

Rules for Using the Logo (Con't)

SERA Logo is distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:

- Do not modify or alter the Logos
- Do not change scale, skew or rotate any Logo
- Do not change the design of any Logo
- Do not change or vary the colors of any Logo
- Avoid screening Logos to less than 100%
- Do not shrink any Logo to less than 26mm in width
- Do not combine a Logo with any other design, trademark, text or other element, including users' name, any trademarks or any generic terms.
- Logos may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop shadows) may be applied.

Rules for Using the Logo (Con't)

NO Logo may be used or displayed in any of the following ways:

- in any manner that discredits SERA or tarnishes its reputation and goodwill;
- in any manner that infringes, dilutes, depreciates the value, or impairs the rights of SERA in the Logos;
- in any manner that is false or misleading;
- in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
- in any manner that violates the trademark, copyright or any other intellectual property rights of others:
- in any manner that violates any law, regulations, or other public policy; or
- as part of a name of a product or service of a company other than SERA.

Effective Period

Users may only use the Logo during the period of specific joint activities or supporting activities and shall stop using the Logo immediately after the activities. For any overdue usage, SERA reserves all legal rights.

Any collaborative organizations who have agreements with SERA must comply with the terms of their agreement in addition to this policy. We may amend this Logo Usage Policy at any time without prior notice. Once the revised terms are posted on the website, the immediate effect will take effect. In case of dispute, SERA has the authority and final binding decisions to make any changes on Logos and its Logos usage.

If you'd like to make any use of our Logos that is not covered by this policy, or for further information or clarification about use of the Logos, please contact SERA secretariat through info@seraasia.org.