

LOGO GUIDE - SOUTHERN ONTARIO NEUROSCIENCE ASSOCIATION (SONA)

IMAGE DOWNLOAD

Original SONA logo image files including vector artwork created in Adobe Illustrator (.ai) can be downloaded from the SONA website at <http://sonasfn.org/logo>

VECTOR OR RASTER?

If you are working with an outside vendor or graphic designer, they will likely ask you for the logo in **vector** format. The vector (e.g., .ai) format can be enlarged indefinitely without loss of quality, but most end users do not have appropriate software to work with this image format. The raster format (e.g., .jpg, .png) works well with common applications such as PowerPoint, Word, and web browsers, but it becomes blurry if enlarged too much. To better understand the differences between **vector** and **raster** images, see this website: <https://trillioncreative.com/difference-vector-logo-raster-logo/>

VERSIONS

The SONA logo can be printed using either blue, black or white lettering, with or without the full name of the association on a second 'tag line'. Six versions of the SONA logo are available:

1. Colour with association tag line (for large size colour printing on a light background)
2. Colour without association tag line (for small size colour printing on a light background)
3. Black with association tag line (for large size black & white printing on a light background)
4. Black without association tag line (for small size black & white printing on a light background)
5. White with association tag line (for large size black & white printing on a dark background)
6. White without association tag line (for small size black & white printing on a dark background)

Colour with tag line:

For colour printing on a light background (preferably white) when logo can be printed large enough for small printed tag line to appear crisply (without blurring). E.g., signage, program cover, PowerPoint slides, meeting badges etc.

Hex colour: **1C3967**

CMYK colour: C:100%, M:86%, Y:33%, K:20%



Colour without tag line:

For colour printing on a light background (preferably white. Use when the small printed size of the association tag line precludes inclusion. E.g., Small logo on custom pens, pins, embroidery, etc.

Hex colour: **1C3967**

CMYK colour: C:100% M:86% Y:33% K:20%



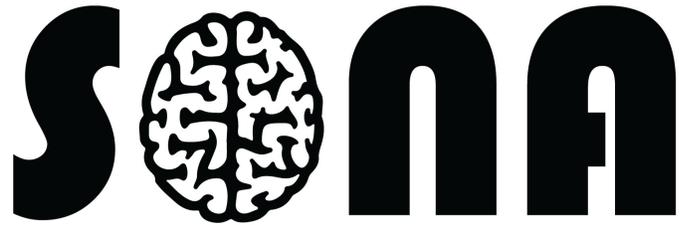
Black with tag line:

For black & white printing on a light background when logo can be printed large enough for small tag line to appear crisply (without blurring). E.g., signage, program cover, PowerPoint slides, meeting badges etc.



Black without tag line:

For black & white printing on a light background. Use when the small printed size of the association tag line precludes inclusion. E.g., Small logo on custom pens, pins, embroidery, etc.



White with tag line:

White lettering and brain drawing for use when printing on a dark background and logo can be printed large enough for tag line to appear crisply.



White without tag line:

White lettering for use when printing on a dark background, but the small printed size precludes tag line inclusion. E.g., Small logo on custom pens, pins, embroidery, etc.



SUPPORT

If you require the SONA logo in custom size or format, please contact Paul Mallet at <https://www.wlu.ca/academics/faculties/faculty-of-science/faculty-profiles/paul-mallet/index.html>