

Logo Usage Guidelines

When co-branding with the SUN and SFSP logos, please adhere to the following guidelines:

Logo Arrangement

Preferred Arrangement (Stacked):

When sufficient vertical space is available, the SUN logo should be placed directly above the SFSP logo. Maintain a clear and consistent space between the two logos to ensure legibility of both.



SUN Logo



SUN Meals



SUN Meals To Go

Color Usage

White Backgrounds:

Always use the full-color version of the SUN logo when placed on a white or predominantly white background.

Colored Backgrounds:

Always use the white version of the SUN logo when placed on any non-white or colored background to ensure sufficient contrast and visibility.

Size & Spacing

Spacing:

Maintain a clear area around the co-branded logos to prevent encroachment by other design elements. The minimum clear space should be equal to at least the height of the "S" in the SUN logo (for stacked) or the width of the "S" in the SUN logo (for side-by-side) on all sides of the combined logo unit.

Sizing:

The relative sizing of the SUN and SFSP logos should be visually balanced. While specific size ratios may vary depending on the application, ensure that neither logo dominates the other excessively.

Proportions:

Never distort or alter the proportions of either the SUN or SFSP logos. Use only approved logo files.

Logo Usage Guidelines

When co-branding with the SUN and SFSP logos, please adhere to the following guidelines:

Examples of Correct Usage



Stacked on White



Side-by-Side on White



Stacked on Colored Background



Side-by-Side on Colored Background

Examples of Incorrect Usage



Do not distort logos



Do not reduce spacing between logo elements.



Do not place logos in incorrect order



Do not use incorrect logo colors on backgrounds.