



BRANDING GUIDE

OUR **BRAND**

It is important that we are consistent when it comes to showcasing our brand in all of our ventures. As SENIA continues to grow and our team expands these guidelines will help us understand all of the different elements that make us unique.

This includes social media, our website, newsletters, and conferences. If we all keep these guidelines in mind our visual presence will be focused and intentional.



OUR LOGO

Our logo is an established feature of our branding identity. SENIA has over 20 years of service in the global educational community and we take our role, and therefore our brand seriously and treat it with great care and pride.

The logo, comprised of three colors, Red, Orange, and Yellow a stylized heart and the word SENIA was designed by high school student Yong Jin “YJ” Kim. Simply stated, the heart is the student and at the center of everything that we do. They are the first priority and the focus of family, school, and community.

Primary Logo

The horizontal logo is the preferred logo for use in all applications.

Alternate Logo

The logo with the heart above the SENIA text is acceptable for use in some situations where the primary logo does not fit.

No other versions of the logo should be used. The horizontal logo with the tagline is to be removed from all applications, both online and in print form.

Primary Logo



Alternate Logo



OUR LOGO

Clear Space and Minimum Size

Clear Space

Our logo must stand out and be readable. This means keeping a clear space around the logo free of text and/or graphics. This space is defined as 'X' and is represented in the examples.

**The height of 'X' is the same as the height of the letters in the logo*

Minimum Size

Please keep in mind that this represents the smallest acceptable version of our logo on screen or in print.

The minimum height for the wide logo is 40mm

The minimum width for the square logo is 40mm



OUR LOGO

Co-Branding

When SENIA shares branding with a partner organization, school, or agency the clear space rules help to determine how the logos interact with one another.

If we are the main sponsor or host of the event the SENIA logo must be positioned on top with the other logo(s) beneath.

For instances where we are an equal partner with another organization we should try to be on the left when sharing...



X

Other Logo

Other Logo

Other Logo



OUR LOGO

One Color Logos

Sometimes we have cause to use a more simplified version of our logo. This might be when we know that the logo is going to be printed in black and white or photocopied.

In some instances it is also useful to use the simple one color logo on both light or dark backgrounds so the logo exists in two colors - white and charcoal.

These one color logos have only been created in horizontal orientation like the primary SENIA logo. Please do not attempt to use or recreate the alternate SENIA logo in one color.



OUR LOGO

SENIA Local Chapters

Local or country chapters of SENIA are the only place where words (in these cases locations) are added as text below SENIA.

In addition to text the country flag is added to the square versions of the logos.

Examples of both are provided here. There is to be nothing else added or removed from the chapter logos.

The same clear space guidelines apply to these logos as well.

The banner image is to be used on the chapter websites and consist of the word SENIA in SENIA Yellow, the name of the local chapter in Black, on a SENIA Red background.



SENIA Hong Kong

OUR COLORS

This page features all of our brand colors.

The percentage of space they are given reflects their relative importance and how much they should be used when it comes to communicating the SENIA brand.

OUR COLORS

When used correctly and consistently our three palettes help our brand stand out.

The primary color palette generally provides the background or main color on graphics.

The secondary color palette (our logo colors) are vital in connecting our logo with our designs. These will help accent our brand through headers, titles, and other visual elements.

Our third set, or tertiary colors, are used to help to differentiate some of our unique programming.

Primary Color Palette

SENIA BLUE

CMYK 81, 48, 28, 5
RGB 58, 115, 147
HEX #3A7393

SENIA WHITE

CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX #FFFFFF

SENIA GRAY

CMYK 0, 0, 0, 70
RGB 109, 110, 113
HEX #6D6E71

Secondary Color Palette

SENIA RED

CMYK 1, 93, 83, 0
RGB 235, 55, 57
HEX #EB3739

SENIA YELLOW

CMYK 0, 44, 95, 0
RGB 249, 159, 39
HEX #F99F27

SENIA ORANGE

CMYK 0, 84, 97, 0
RGB 241, 81, 38
HEX #F05126

Tertiary Color Palette

GOLD

CMYK 7, 48, 91, 0
RGB 232, 148, 53
HEX #E89435

BRONZE

CMYK 33, 40, 66, 5
RGB 170, 143, 102
HEX #AA8F66

CHARCOAL

CMYK 72, 66, 62, 67
RGB 39, 39, 41
HEX #272729

PEACH

CMYK 2, 34, 67, 0
RGB 247, 178, 103
HEX #F7B267

SENIA ACADEMY

The SENIA Academy logo was created in 2023 along with the implementation of our courses on LearnWorlds.

The primary SENIA Academy logo is intended for use only for SENIA courses and their promotion or for accreditation purposes. Permission is required for use by any other entity.

The alternate cap and heart logo may be used in some limited cases within SENIA Academy, but they will require permission from the Deputy Executive Director.

The SENIA Academy logo should never be combined with other graphic elements or placed within a defining shape.

Primary Logo



Alternate Logo



OUR TYPEFACE

Raleway has been chosen as the typeface of our brand. Raleway is an elegant san-serif typeface initially designed by Matt McInerney as a single thin weight in 2010. It was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. In 2013 the Italics were added.

Raleway's variety of weights and their readability make it an accessible font for diverse groups. Its clean, modern design provides attractive typography in both upper and lowercase.

To accompany and compliment Raleway, we have chosen Merriweather. This is a serif font that comes in many weights and should generally be used for body text when Raleway has been used as a header or for titles. This will allow you to achieve some variation and stylization in documents while maintaining brand consistency.

AaBbCc

Raleway ExtraLight

The Quick Brown Fox Jumped Over The Lazy Dog

Raleway Regular

The Quick Brown Fox Jumped Over The Lazy Dog

Raleway Medium

The Quick Brown Fox Jumped Over The Lazy Dog

Raleway Bold

The Quick Brown Fox Jumped Over The Lazy Dog

Merriweather Regular

The Quick Brown Fox Jumped Over The Lazy Dog

Merriweather Bold

The Quick Brown Fox Jumped Over The Lazy Dog

CONTACT

If you have any questions about these guidelines please contact:

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