



BRANDING GUIDE

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 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

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

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