

- Low resolution SGS logos may be downloaded from: <https://southerngerontologicalsociety.org/resources-marketing.html>
- To request high resolution SGS logos, please contact: admin@southerngerontologicalsociety.org

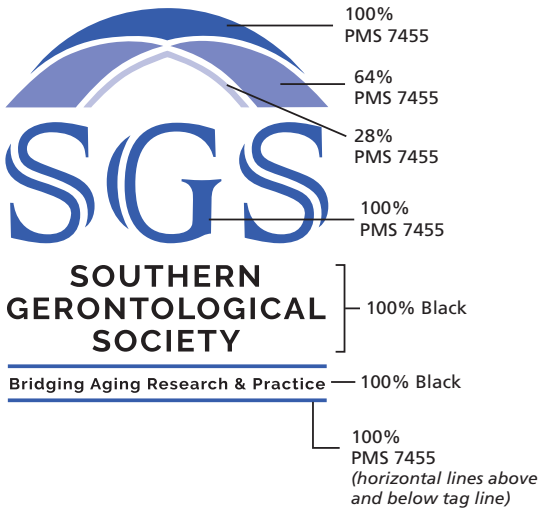
VERTICAL LOGO

- The vertical version of the logo is preferred for use when the layout permits.
- Minimum width of the logo with the tag line: 1.25 inches from left bottom edge of bridge graphic above "SGS" to right bottom edge of bridge graphic.
- If the logo width becomes smaller than 1.25 inches, delete the positioning copy (Bridging Aging Research & Practice) and the horizontal lines above and below the copy, or request the vertical logo version without the positioning copy.



FULL COLOR – CMYK 4-COLOR PROCESS, jpg format
C 94, M 80, Y 3, K 0
 For use in traditional commercial printing using 4-color process. Halftone screens are included in the digital file.

FULL COLOR – RGB, png format
R 195 / G 175 / B 082
 For digital use (website, social media, email, etc.) Halftone screens are included in the digital file.



TWO COLORS – PMS 7455 + Black
 For use primarily in branded premium items using two colors – PMS 7455 (blue) and black. Halftone screens are included in the digital file.

Printer will need to verify that halftone screens can print at the percentages noted in the image shown at left. If not, the bridge graphic over "SGS" may print solid, as shown in the one color version below.



ONE COLOR
 For use primarily in branded premium items using only one solid color, with no halftone screens (example at far left).

This logo may also be used when the logo will drop-out in white from a background color (example at near left).

If a blue color will be used, the color chosen should match as closely as possible to the PMS 7455 blue color.

- Low resolution SGS logos may be downloaded from: <https://southerngerontologicalsociety.org/resources-marketing.html>
- To request high resolution SGS logos, please contact: admin@southerngerontologicalsociety.org

HORIZONTAL LOGO

- The horizontal version of the logo may be used when the layout area where the logo will be placed is more horizontal than vertical.
- Minimum width of the logo with the tag line: 2.25 inches from left bottom edge of bridge graphic above "SGS" to the right edge of the letter "L" in GERONTOLOGICAL.
- If the logo width becomes smaller than 2.25 inches, use the horizontal logo version without the positioning copy, as shown below.



horizontal logo with positioning copy



horizontal logo without positioning copy

FULL COLOR – CMYK 4-COLOR PROCESS, jpg format

C 94, M 80, Y 3, K 0

For use in traditional commercial printing using 4-color process. Halftone screens are included in the digital file.

FULL COLOR – RGB, png format

R 195 / G 175 / B 082

For digital use (website, social media, email, etc.) Halftone screens are included in the digital file.



TWO COLORS – PMS 7455 + Black

For use primarily in branded premium items using two colors – PMS 7455 (blue) and black. Halftone screens are included in the digital file.

Printer will need to verify that halftone screens can print at the percentages noted in the image shown at left. If not, the bridge graphic over "SGS" may print solid, as shown in the one color version below.



ONE COLOR

For use primarily in branded premium items using only one solid color, with no halftone screens (example above left).

This logo may also be used when the logo will drop-out in white from a background color (example below left).



If a blue color will be used, the color chosen should match as closely as possible to the PMS 7455 blue color.