

THE BASICS OF USING OUR LOGO



SAG·AFTRA

OVERVIEW

As *the* go-to union for the entertainment industry, SAG-AFTRA is the leading union for media professionals, protecting our members' interests so they can focus on informing, entertaining and enriching America and the world.

Our primary logo version takes its cues from that stewardship role, centering on a single, archetypal figure (the symbol) that represents all of our members. While its gestural quality speaks to the creative process, its actual gestures allude to attributes of our organization—fluid and congruous lines for unity, a confident stance for strength, an upswept arm for excellence and an outstretched arm for inclusiveness and protection.

The word mark that accompanies this figure, designed with the same gestural language, serves as a stable base that supports its movement.



SAG·AFTRA

VERSIONS

Vertical orientation

The vertically-oriented symbol and word mark lockup is the primary version of our logo. Use it for most layouts, either as a black figure on a white/light-colored background or reversed out of a black/dark background or image. Both color versions are available as approved artwork.



Horizontal orientation

The horizontally-oriented lockup is an alternate logo version for use in instances where there is limited vertical space. It is also available as single-color black or white artwork.



Single-color black versions

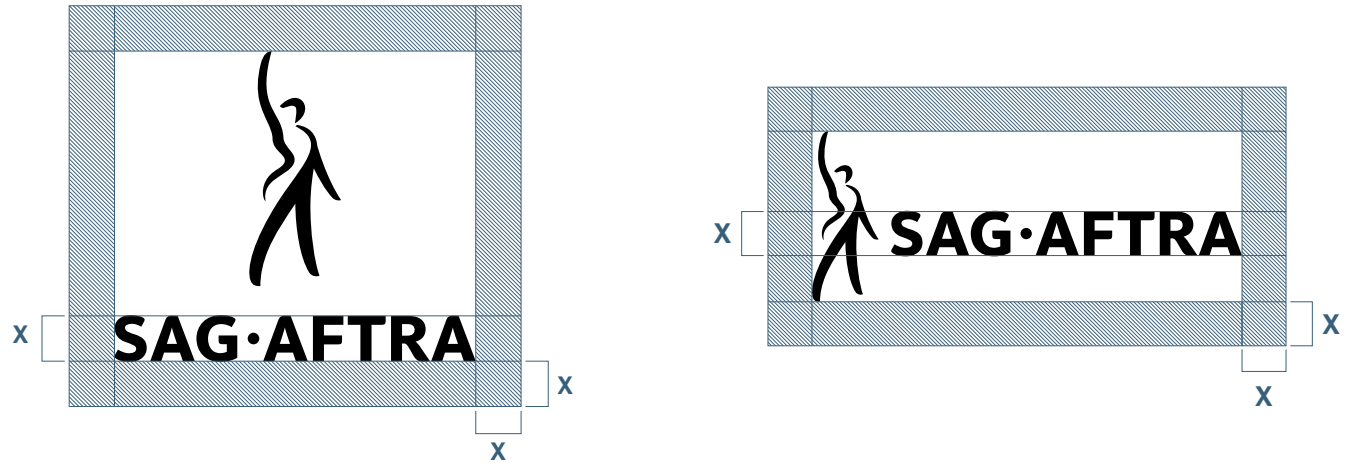
Single-color white versions

MINIMUM CLEAR SPACE & MINIMUM SIZES

Minimum clear space

Clear space specifications safeguard our logo from losing its impact through clutter.

Always surround our logo versions with at least the minimum amount of clear space—an area free of graphics and other distractions from its presence. We have determined these proportions from *x*, or the capital height of the word mark. Use more space whenever possible to emphasize the role of our logo.



Minimum size for digital use

Minimum size specifications prevent our logo from becoming illegible when used at small sizes. Digital minimums are slightly larger than print minimums to account for the lower resolution of screens.

All the minimum sizes shown to the right are actual size.



Minimum size for print use

Print minimums, like digital minimums, are based on how well the word mark reads at small sizes. These specifications are shown in points, which are a more universal form of measurement, and inches.

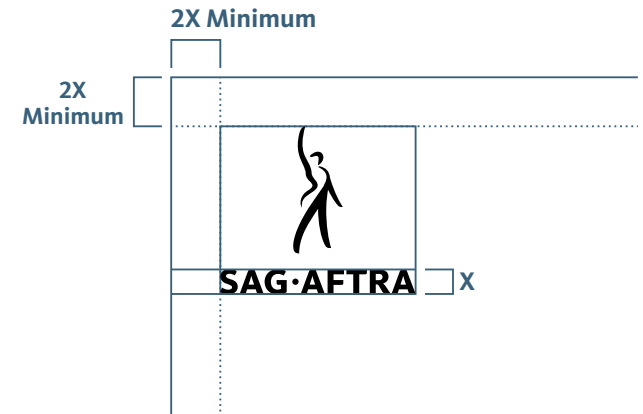
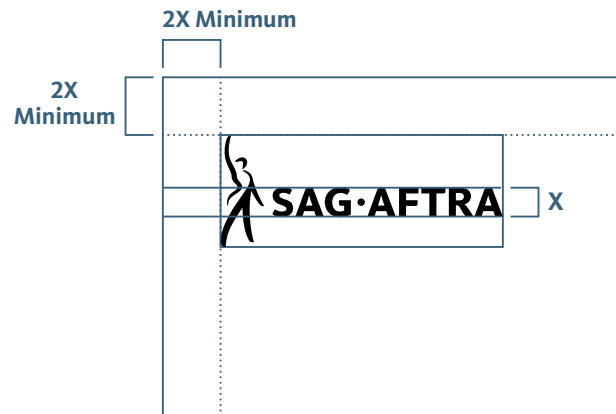


PLACEMENT

Print communications

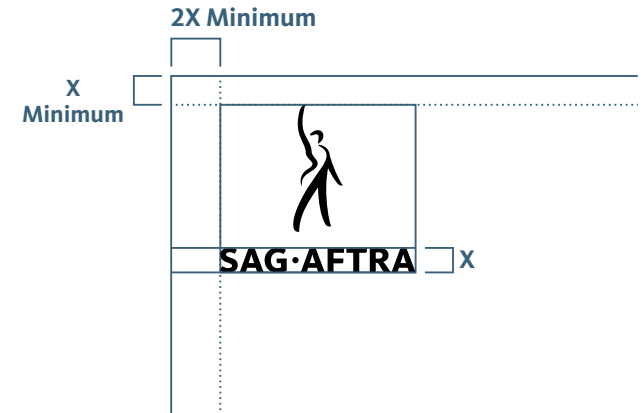
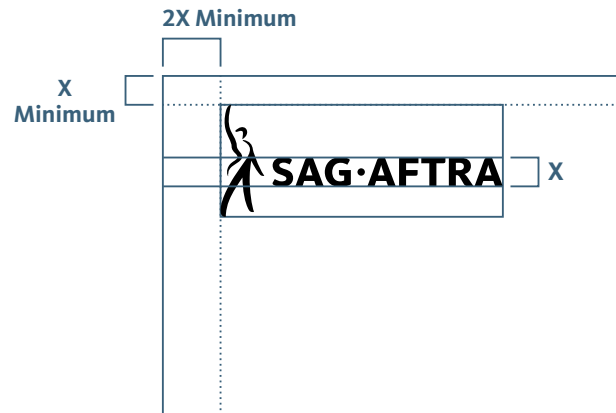
The preferred placement of the SAG-AFTRA logo on print communications, no matter which version, is in the top left-hand corner. Use the margin proportions shown to the right as a guide for placement, and consider using a larger amount of clear space for applications that require a stronger focus on the logo.

Notice how some of the margins require a larger minimum space than the minimum clear space suggests.



Digital communications

While the preferred placement of our logo on digital applications is also the top left-hand corner, the margins are slightly different to accommodate a larger minimum size, lower screen resolution and web conventions. When using the SAG-AFTRA logo on screen, the top margin is about half that of the left margin.



INCORRECT USE

The SAG-AFTRA logo artwork is designed to facilitate high production quality when reproduced at different sizes across all manner of media. Always reproduce the logo according to the specifications in these guidelines so we can maintain the impact of our brand identity and our ability to legally protect it.

Avoid the “don’ts” demonstrated in the examples to the right.



DON'T compress, skew or otherwise distort the symbol or wordmark



DON'T add effects such as gradients or drop shadows, and don't render the logo with unapproved color combinations



DON'T set the word mark in a different typeface or rearrange/ re-orient/resize the logo lockup



DON'T add any unapproved descriptors or graphic devices to the logo

CONTACT US

For more information about or help with using these guidelines, contact Pamela Greenwalt at:

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