



LOGOTYPE GUIDELINES

June 2024 First Edition

● LOGOTYPE GUIDELINES_1

BUILDING A STRONGER BRAND PRESENCE: A GUIDE TO USING OUR NEW LOGO

The newly updated Sons and Daughters of Italy in America logo is a powerful symbol of our heritage and community. To ensure it resonates consistently across today's dynamic media landscape, from print to the ever-evolving digital platforms, this guide provides clear instructions and adaptable variations for our logo's use.

By following these guidelines, you'll contribute to a strong and recognizable brand presence, fostering a sense of unity and pride across all of our communications. Additionally, proper logo usage according to these guidelines helps safeguard the ownership of our brand. Please follow these guidelines to the letter to which they are written.



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COLORS SPEAK VOLUMES: WHY CONSISTENCY MATTERS

The Sons and Daughters of Italy in America logo colors are more than just design choices. Consistent use across platforms builds instant recognition and sets us apart. Think of it as a visual handshake – familiar, reliable, and uniquely us. By following the logo usage guide's color specifications, you ensure that our brand is presented with unwavering clarity and strength. This consistent visual identity fosters recognition, strengthens brand distinction, and ultimately reinforces the values and image of our brand.



nero
[black]

print
cmyk: 0 | 0 | 0 | 100

digital
rgb: 35 | 31 | 32
hex: #231F20



bianco
[white]

print
cmyk: 0 | 0 | 0 | 0

digital
rgb: 255 | 255 | 255
hex: #FFFFFF



smeraldo
[emerald]

print
cmyk: 89 | 28 | 100 | 16

digital
rgb: 0 | 121 | 44
hex: #00792C



rubino
[ruby]

print
cmyk: 8 | 100 | 100 | 1

digital
rgb: 219 | 0 | 27
hex: #DB001B

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BE SEEN, BE REMEMBERED: A GUIDE TO USING OUR LOGO

UNLOCKING RECOGNITION – COLOR CONSISTENCY IS KING:

As mentioned on the previous page, it's important enough to mention again; always use the approved color palette for the logo. Consistent colors create a visual memory trigger, making the our logo instantly recognizable at a glance, even on websites or social media.

MAINTAINING CLARITY – GIVE THE LOGO ROOM TO BREATHE:

Maintain a clear zone around the logo, at least the height of the "A" in "AMERICA," to avoid clutter and ensure the logo stands out.

SCALING WITHOUT DISTORTION:

Hold the "shift" key while resizing the logo to maintain its original proportions and prevent a stretched or squished appearance.



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CHOOSING THE RIGHT TOOL FOR THE JOB:

OPTIMUM CLARITY WITH MULTIPLE OPTIONS: For your convenience, we've created several visual variations of the logo, each with specific usage recommendations included. Please refer to these resources to find the perfect logo for your needs.

WEB WARRIORS: Use the RGB format for online applications.

PRINT POWERHOUSES: Opt for the CMYK .ai / .eps vector formats for printed materials.

DIGITAL DEXTERITY: For websites and presentations, leverage the scalability of the .svg or .ai formats.

ENSURING TOP QUALITY: When working with external vendors, please share this guide with them to ensure proper logo usage, placement, and the highest possible quality.

OFFICIAL ONLY: Always use logos that have been officially approved by the Supreme Council. For best results and to ensure that you have the right mark and file type for the right job please reach out directly to Anthony Massa at, amassa@osia.org. Or by phone 469.426.5754.

By following these simple guidelines, you ensure that our logo is presented consistently and powerfully across all platforms. This consistency builds brand recognition, strengthens our unique identity, and allows our logo to truly be seen and remembered by everyone.

Best for print and merchandising materials. Can be utilized in digital formats. Do **NOT** use this mark in digital formats when the logo is less than 1" in diameter.



Best for **ALL** digital formats. This mark also has the flexibility to be utilized in print and merchandising as well in an as needed special option.



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ENSURING BRAND CONSISTENCY: WHAT NOT TO DO WITH OUR LOGO

COLOR IS KEY: The colors used in our logo are a fundamental aspect of the Sons and Daughters of Italy in America's brand identity. To ensure consistency and brand recognition, **THESE COLORS MUST NEVER BE CHANGED, ALTERED, OR ADDED TO.** This also applies to the logo itself - **NO ADDITIONAL ELEMENTS SHOULD BE INCORPORATED INTO THE EXISTING DESIGN.**

MAINTAIN THE LOGO'S INTEGRITY: Don't alter the logo by stretching, tilting, or adding effects like drop shadows.

USE OFFICIAL SOURCES: Don't copy the logo from a website. Please go to our website; osdia.org/logo.

KEEP IT TOGETHER: Don't separate the icons from the Sons and Daughters of Italy in America name. They form a unified visual identity for the organization. While exceptions may be considered in rare cases, **PRIOR APPROVAL IS MANDATORY.** To request an exception, contact Anthony Massa at amassa@osia.org or by phone at 469.426.5754.



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For Questions And Additional Clarity Please Contact:

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