SAIBŌGEN

Using the Saibogen logo

This short guide comes with the Saibogen logo files. It covers what most people need: which version to use, how much space to give it and what to avoid. A full brand guide follows after launch.

THREE VERSIONS

Primary

Raven's Wing on Field Notebook or white. Use it by default.

Reverse

Field Notebook on Raven's Wing or other dark grounds.

Color

Raven's Wing on The Finding, for a moment of emphasis.



Space and size

Keep a clear space of **x** on every side, where **x** is the height of the capitals.

Never smaller than 30 mm wide in print or 120 px on screen.



The symbol on its own

Use the corvid alone only for social avatars, favicons and app icons, from the files supplied. Everywhere else, use the full logo.

Colors

Field Notebook
HEX #F5F0E6
RGB 245 240 230
PMS TO FOLLOW

Raven's Wing
HEX #101820
RGB 16 24 32
PMS BLACK 6 C

Pale Plumage
HEX #D7D2CB
RGB 215 210 203
PMS WARM GRAY 1 C

Data at Rest
HEX #ACA39A
RGB 172 163 154
PMS WARM GRAY 5 C

The Finding
HEX #FFAD00
RGB 255 173 0
PMS 2010 C

Fonts

Kumbh Sans
Headlines. SemiBold.

DM Sans
Body copy and captions. Regular and Medium.

Anonymous Pro
Labels and data, in capitals. Never body copy.

All three are free from Google Fonts.

Please don't

The logo is hand-built. Always use the supplied files exactly as they are.



✕ Stretch or squash it



✕ Recolor it



✕ Rotate or tilt it



✕ Add effects or outlines



✕ Move or resize its parts



✕ Retype the name



✕ Use low-contrast colors



✕ Place it on busy grounds

The files

00_MASTER	The hand-built master. Archive only; never edit or open to change.
01_LOGO	The three versions as SVG (print, web) and PNG (Office, email).
02_SYMBOL	The corvid alone, Raven's Wing and reversed.
03_SOCIAL_AVATAR	Primary and alternate avatars, 1080 and 400 px.
04_FAVICON	Favicon and app icon set for the website.

QUESTIONS AND APPROVALS

For any use not covered here, ask before you print or publish.

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