

SIMON ATLAS BRAND GUIDELINES

This document is intended to serve as a basic style guide for official SiAt documents, signage, wearables and any other materials associated with Simon Atlas's brand. For all logos and materials, click [here](#).

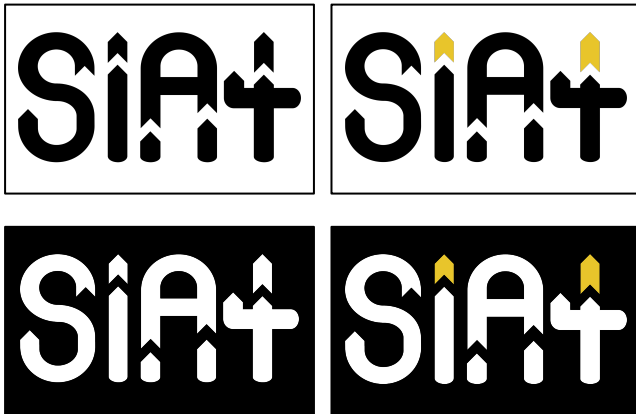
PRIMARY LOGO

The primary SiAt logo has black lettering and can include an "est. 1930" underneath.



ALTERNATE LOGO COLOR VARIATIONS

There are four color variations for the primary logo: SiAt black, SiAt white, SiAt Havdalah black, and SiAt Havdalah white.

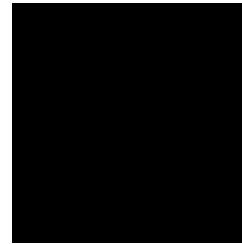


All color variations can include an "est. 1930" underneath.



PRIMARY COLORS

The SiAt logo is made up of two colors: black and yellow. Specific values are detailed below.

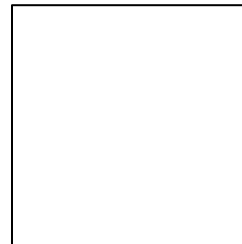


HEX #000000
RGBA 0/0/0



HEX #E7C52B
RGBA 231/197/43

SECONDARY COLORS



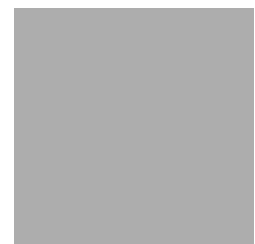
HEX #FFFFFF
RGBA 255/255/255



HEX #E4B126
RGBA 288/177/38



HEX #3A3A3A
RGBA 58/58/58

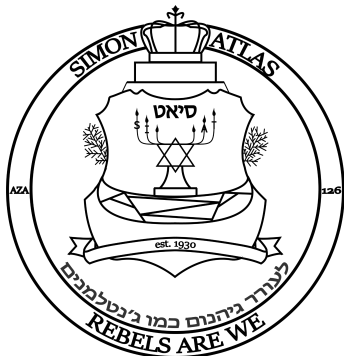


HEX #ADADAD
RGBA 173/173/173

The secondary colors include: white, gold, dark gray, and light gray.

THE SIAT SEAL

The SiAt Seal is a logo that reflects the history and long standing traditions of our brotherhood. It can be used interchangeably with our primary logo.



The SiAt Seal reflects our history and tradition through the six-stem menorah for our six fundamental values, one of which is written on the bottom inner circle in Hebrew, “Raise Hell Like Gentlemen”. The menorah sits on a canoe that has “AZA” written inside of it, symbolizing what our chapter is built upon. At the top, the crown symbolizes SiAt’s dominance in the international order.

ALTERNATE LOGO COLOR VARIATIONS

There are two color variations for the SiAt Seal: the original outlined seal, and the yellow seal.



THE SIAT BANNER

The SiAt Banner has various uses, from email headers, to a website header, practically anything that needs a bold header.

TYPOGRAPHY

1. Georgia

(all weights)

Georgia has a good balance of legibility and uniqueness, making it useful for outlines, letters, manuals and other official SiAt documents. **When bolded, Georgia can be used for titles and headers, or just pieces of writing you need to emphasize.**

VARIATIONS

Georgia

(all weights, italics)

If you need a legible, but “fancier” font, *Georgia can be used in italics, or even bold italics.*

Or, for headers and titles, **YOU CAN USE BOLD AND ALL CAPS TO DIFFERENTIATE FROM YOUR BODY TEXT.**

2. EB Garamond

(all weights)

EB Garamond is a less legible, serious font but can be used similarly to Georgia. **EB Garamond Bold is great for headers and titles, and adding italics makes it somewhat “fancier”, but reduces its readability.**

VARIATIONS

EB Garamond

(all weights)

EB Garamond is available in five different weights: normal, medium, semi bold, **bold, and extra bold.**



SIMON ATLAS AZA #126
REBELS ARE WE

