Brand Guidelines

SBI FOUNDATION
Service Beyond Banking

Logo Design Specifications

Placement



Colour

Deep Inky Blue for trust and integrity

Iconic SBI Blue

- At least 1 cm distance should be kept from the edge of the logo to the next visual element
- Logo cannot be stretched to a different dimension

Colour Code: CMYK 97 100 0 25
RGB 40 0 113
#280071
PANTONE 2745C

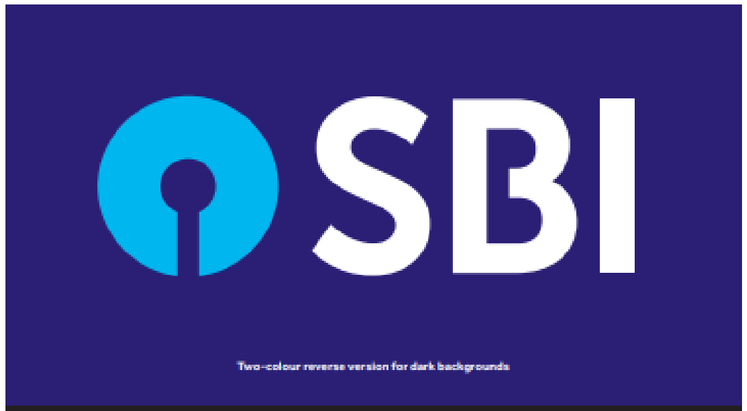
Colour Code: CMYK 83 1 0 0
RGB 0 169 224
#00A9E0
PANTONE 2995C

Logo Variations

To accommodate different backgrounds, there are subtle differences in each logo mark version. Use only the artwork files provided.



Two-colour version for light backgrounds



Two-colour reverse version for dark backgrounds



Solid-black version for light backgrounds



Solid-black reverse version for dark backgrounds

Color Palette

Primary Colours

#01B6EF

#2B1F75

#000D2D

Secondary Colours

#98CECE

#76ACB6

#58869E

#3E6187

#273D6F

#CECD97

#B8B97F

#969656

#6C6E3D

#FFBC04

#FCAB00

#BA8A00

#7C6813

#5C5201

#F6B164

#D48D57

#B26C4A

#914E3B

#6F362D

Font Type

Font - Mont Serrat

(For Social Media, Website & Other Collaterals)