SAAMI
DERMATOLOGY

Brand Guidelines

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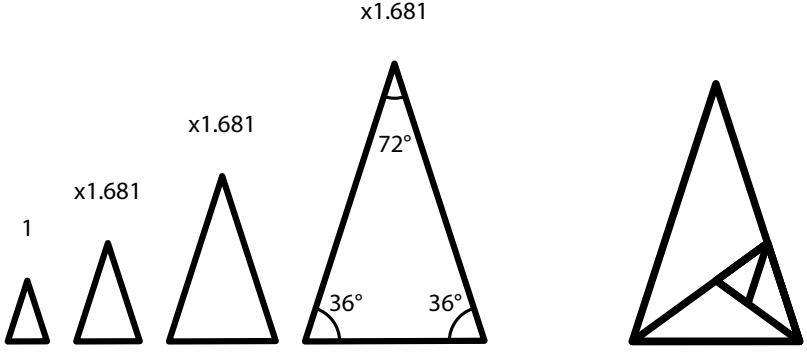
Logo Design

The Golden Triangle

The Golden Triangle is a geometric version of the golden spiral.

This logomark was designed with geometry, nature and beauty in mind to create a modren logomark.

Geometry: The logomark was originally built using a 1:1.681 triangle ratio to create a clean design that draws the eye towards the center.



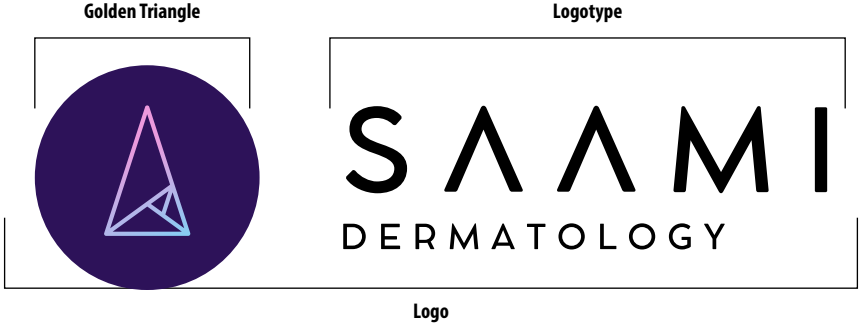
Full Logo

The Saami logo is composed of the Golden Triangle logomark and a logotype set in Cocomat Pro Medium.

The horizontal logo is the primary logo and should be used in most instances.

Always use the logo files provided in the logo pack.

Please do not re-create this logomark.



Stacked Logo

The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

The horizontal logo is the primary logo and should be used in most instances.

Always use the logo files provided in the logo pack.

Please do not re-create this logomark.

Logo Lockups

The Saami logomark and logotype have specific placement relationships within each logo.

The alignments create a solid lockup and allow for other graphic elements to easily align with them.

Knowing these spacial relationships is critical for maintaining consistency across the brand.

Logo Usage

Small Sizing

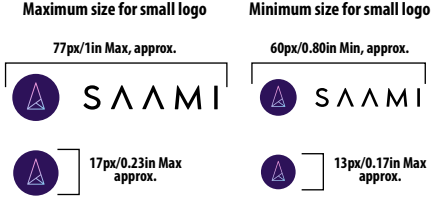
The logo must perform well at all sizes. Use the guidelines below for proper implementatio.

TheSaami logo and logomark should not be used when below the minimum size specified below.

Only the horizontal logo is provided for small use.

Do not use the stacked logo for small use.

Logo Size restrictions



Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal and vertical logo, the clear space around it should always be greater than or equal to the size of the A from the logotype.

Logo Misuse

Here are a few quick examples of misusing the Saami logo.

Do not crop

Do not change transparency

Do not add colors

Do not change logo color

Do not change individual sizes

Do not distort

Do not use any effects

Do not change typeface

Do not outline

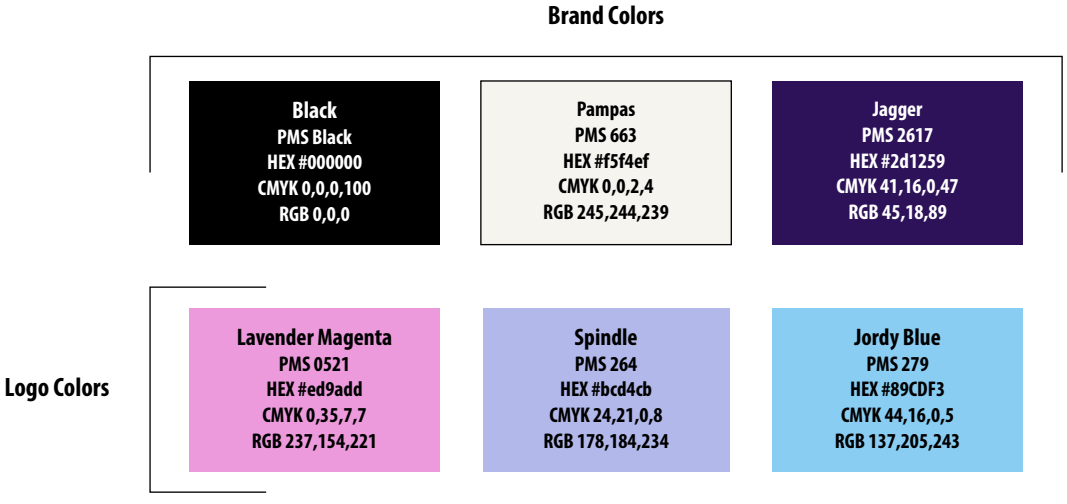
Do not rotate any elements

Brand Colors

Color Palette

Below is the official Saami color palette. Avoid deviating from this core set of colors or creating tints of these values.

All colors displayed will work well as solid background colors.



Color Usage

Usage on Backgrounds

The Saami logo should primarily be used only on solid colors within the Saami color palette.

The Saami logotype should only be used in black and white colorways, as shown below.

Brand Fonts

Brand Headlines:
Aktiv Grotesk Light

Typeset all headlines, in Aktiv Grotesk Light. All other text should be ITC Avant Garde Gothic Pro.

Aktiv Grotesk Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

ITC Avant Garde Gothic Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Font Usage

Type Specimen

The following are samples of an ideal font stack using Aktiv Grotesk Light for headlines and ITC Avant Garde Gothic Pro for all other text.

The sizes below are examples and should be adapted for other materials and layouts. However, the general proportions, and weights should be kept intact for all media and layouts.

Fonts were chosen from Adobe Fonts for easy web intigration and to avoid licensing issues across media.

H1
Aktiv Grotesk Light, 36

Beauty. Nature. Science.

H2
ITC Avant Garde Gothic Pro, 20

Newsletter Sign-Up

Paragraph Text
ITC Avant Garde Gothic Pro, 8

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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CTA Button
ITC Avant Garde Gothic Pro, 8

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