Logo Use Guidelines

SGC_Logo_Use_Guidelines_Sep21

About the Logo

Projects and companies using **Southern Ground Care Limited** are encouraged to use our logo on their websites, brochures, social media, etc.

User groups may use the logo in their materials, as long as they don't make any profit from it and comply with usage guidelines. The **SGC** logo is as of 03/09/21 a registered trademark **(UK00003631763)** of **Southern Ground Care Limited**, which is responsible for defending against any damaging or confusing uses.

In general, we want the logo to be used as widely as possible to promote **Southern Ground Care Ltd.** Derivative versions of the **SGC** logo are generally prohibited, as they dilute **SGC**'s brand identity. However, please contact Lewis at **lewis@sgc-ltd.co.uk** if you have any questions.

Logo Elements

The **SGC** logo has three elements - a device, a wordmark and a trademark. These elements must be used together, and may not be separated or altered.

Font

The wordmark and trademark use the font PT Sans, but you should not in any case recreate the wordmark typographically - always use the official logo variants provided along with this document.

Logo Colour

The logo may appear in only three colour choices - black, white or the selected green. Do not use any other colours in presenting the logo or alter these colour selections in any way - such as incorporating a tint, a fade or other devices.

SGC Green – RGB: (0, 99, 38) Hex: #006326

Backgrounds

The logo can be used on a black, white or solid colour background. The white background is the preferred choice for a green or black logo, whereas a **SGC Green** background is preferred for a white logo. When used on a coloured background, it must provide proper contrast.

Logo Use

When pre-approved the **SGC** logo is may be used in the case of event logos, clothing decorations, and branded items intended as giveaways or sale items to promote **Southern Ground Care Limited**.

Requesting a Variance

If you wish to use the **Southern Ground Care Limited** logo in a way that does not comply with these guidelines for creative reasons, you may request a variance by emailing **lewis@sgc-ltd.co.uk**.