

## Primary Logo + clear area



The dotted white area represents the minimum clear space, which must remain free of any other logos, text, or graphic elements. This clear space is defined by the x-height of the 'O' in the word 'SoKal'.

## Reversed Colour



Reversed logo for use on black & solid colour backgrounds.

## Minimum Size



It is important to clearly state our logos minimum execution for print material. That is the minimum size that your logo is ever to be used at. This aids in maintaining our brands visual impact, and ensures it will remain legible when scaled down. The logo lockup is to appear no smaller than **33mm wide**, when scaled down, as shown in the diagram below.

## Typography

### Scale Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"\$%&'()\*=?@€1234567890

### Web Safe Font - Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!"\$%&'()\*=?@€1234567890

## Tagline Graphic



The "That's #SoKal" tagline graphic is a supporting brand element used to reinforce the #SoKal identity.

## Social Media Page Names



- Facebook **sokalgoorlie**
- Instagram **sokalgoorlie**
- LinkedIn **SoKal**
- YouTube **SoKal**

Social Media Hashtag: **#SoKal**

## Colours

**CMYK**  
C 15 / M 90 / Y 100 / K 5  
**RGB**  
R 200 / G 62 / B 39  
**HEX**  
#c83e27

**CMYK**  
C 0 / M 34 / Y 83 / K 0  
**RGB**  
R 252 / G 178 / B 69  
**HEX**  
#fcb245

**CMYK**  
C 54 / M 77 / Y 68 / K 79  
**RGB**  
R 44 / G 16 / B 17  
**HEX**  
#2c1011

**CMYK**  
C 0 / M 79 / Y 98 / K 0  
**RGB**  
R 241 / G 93 / B 37  
**HEX**  
#f15d25