SFMADE STYLE GUIDE

V2 | July 19, 2023

OUR LOGO

Our **Primary Logo** is used across the majority of our communications, including print and digital. The logo can live on a complementary color field—typically white, one of our approved grays, or a field of SFMade Yellow—or may be placed on photography, provided there is sufficient contrast.

Our **One Color Logos** can be used selectively. This may include use on apparel or in print applications where full-color printing is not available. When used, take care that there is sufficient contrast between the logo and the background.

As a rule, our One Color Logos are not for use in digital applications.

Primary Logo
SFMade Yellow and SFMade Red

One Color Logo
SFMade Red

One Color Logo
75% Black

One Color Logo
100% Black

COLORS

Our color palette is simple and straightforward. It leverages our iconic logo colors, supplemented with a series of gray tones to add variety and depth.

Primary Colors

SFMADE YELLOW

COATED

PMS 1235 C

C 00
M 32
Y 96
K 00

R 255
G 183
B 30

WEB SAFE RGB HEX# FFB71E

WEB SAFE HEX# FFCC33

UNCOATED

PMS 189 U

C 00
M 24
Y 98
K 00

SFMADE RED

COATED

PMS 7427 C

C 26
M 100
Y 80
K 22

R 155
G 27
B 48

WEB SAFE RGB HEX# 9B1B30

WEB SAFE HEX# 990000

UNCOATED

PMS 201 U

C 31
M 75
Y 51
K 11

Secondary Colors

10% Black

30% Black

75% Black
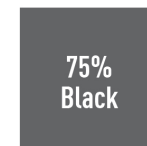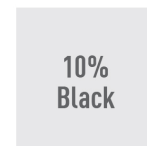
LOGO CLEAR SPACE

Established clear space must be maintained to ensure that the logo stands apart from other graphic elements.

The minimum clear space on all sides is equal to the height of the "M" in the word mark.

Primary Logo Clear Space

Secondary Logo Clear Space

LOGO DON'TS

Consistent use of our logo is critical. Always use provided master artwork without modification, and follow all clear space rules. At right are examples of what not to do with our logo.

DO NOT alter the colors of the logo

DO NOT rotate the logo

DO NOT alter the proportions

DO NOT reverse the logo

DO NOT extract any individual element

DO NOT use the One Color Logo on a background with poor contrast

TYPOGRAPHY

We utilize a simple yet impactful family of typefaces for our communications.

DIN Pro Condensed Black (in all caps) is used for short, high-impact headlines.

Acumin Variable Concept Bold (in upper/lower case) is preferred for longer headlines or key text elements.

Acumin Variable Concept Regular is used for most body copy.

DIN Pro Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz !@#$%^&*()_+:"?/';=-

Acumin Variable Concept Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz !@#$%&*()+:"?/';=-

Acumin Variable Concept Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz !@#$%&*()+:"?/';=-

AFFILIATE LOGOS

Our broader logo family includes those for our affiliates/sister initiatives, **Manufacture San Jose**, **Bay Area Manufacturing**, Approved colors for these logos are shown at right. All other usage rules follow those outlined for SFMade on the preceding pages.

MANUFACTURE
SAN JOSE

COATED

PMS 5747 C	C 67 / M 50 / Y 94 / K 51	PMS 7745 C	C 38 / M 22 / Y 100 / K 1
WEB SAFE RGB HEX# 3B441F	R 59 / G 68 / B 31	WEB SAFE RGB HEX# AAAC27	R 170 / G 172 / B 39
WEB SAFE HEX# 333900		WEB SAFE HEX# 999933	

UNCOATED

PMS 5743 U	C 60 / M 44 / Y 69 / K 24	PMS 397 U	C 40 / M 22 / Y 100 / K 2

MANUFACTURE
SAN JOSE

BAY AREA
MANUFACTURING

COATED

PMS 533 C	C 93 / M 82 / Y 44 / K 46	PMS 550 C	C 47 / M 15 / Y 15 / K 00
WEB SAFE RGB HEX# 1D2946	R 29 / G 41 / B 70	WEB SAFE RGB HEX# 87B7CA	R 135 / G 183 / B 202
WEB SAFE HEX# 000033		WEB SAFE HEX# 6699CC	

UNCOATED

PMS 539 U	C 76 / M 63 / Y 43 / K 25	PMS 544 U	C 41 / M 14 / Y 2 / K 00

BAY AREA
MANUFACTURING

CONTACT

For questions and inquiries please contact:

SFMade, Inc.
info@sfmade.org
415.408.5605