



★ ★ ★ ★ ★  
**SIERRA  
DELTA**  
SERVICE | DOGS | VETERANS

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# MASTER LOGO

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To download an individual logo file, click on the logo. To download all logos + fonts, [click here](#).

# LOGO VARIATIONS



Stacked



Initials



Text Only



Standard Reverse



Stacked Reverse



Initials Reverse



Text Only Reverse

To download an individual logo file, click on the logo. To download all logos + fonts, [click here](#).

# Brand Guidelines

## LOGO USAGE



### Exclusion zones

Leaving ample white space around logo will help highlight the brand. Always allow a minimum space around the logo.



### Minimum height

The logo minimum height is .6". When a smaller logo is required, used the Initial version of the logo. The full name of the organization must be included elsewhere on pieces using the Initial version of the logo.

# BLATCHFORD

## Headline font

Blatchford Fabric

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

1234567890!@#%&\*()\_+=":;><

## Subhead Font

Blatchford Regular

LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR ADIPISCING  
ELIT. PROIN SCALERISQUE.

## Callout Font

Blatchford Regular

LOREM IPSUM DOLOR SIT AMET,  
CONSECTETUR ADIPISCING ELIT.  
PROIN SCALERISQUE.

# Mulish

## Body Font

Mulish

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+="':?><

Regular

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin scelerisque.

Italic

*Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin scelerisque.*

Bold

**Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin scelerisque.**

Bold Italic

***Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin scelerisque.***

# COLOR PALETTE

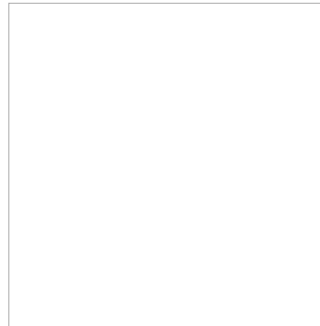
## Primary



HEX 1A428A  
R27 G67 B139  
C100 M85 Y15 K3  
PANTONE 7687



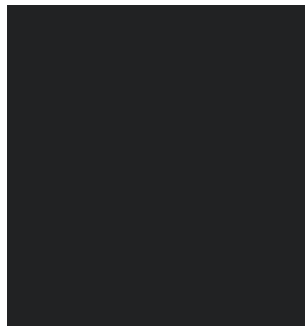
HEX F32735  
R244 G40 B54  
C0 M96 Y82 K0  
PANTONE 1788



HEX FFFFFFFF  
R255 G255 B255  
C0 M0 Y0 K0  
PANTONE 000C WHITE



HEX 888C8C  
R136 G140 B140  
C42 M32 Y33 K15  
PANTONE 402



HEX 222222  
R34 G34 B34  
C72 M66 Y64 K72  
PANTONE NEUTRAL BLACK C

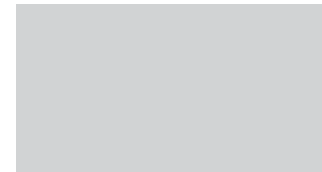
## Secondary



HEX 860B13  
R134 G13 B19  
C0 M96 Y83 K53



HEX 95D2DF  
R149 G210 B224  
C37 M0 Y8 K3



HEX D1D3D4  
R209 G211 B212  
C0 M0 Y0 K20