

# Branding Quick Guide



## Logos



Primary Logo  
For use on white/light backgrounds



SNL Icon  
For use on social, web, or swag where the full logo is too large or horizontal. Great for watermarks. Only use when brand name is listed elsewhere on project or when the audience is very familiar with brand.



Gradient Logo  
For use on dark backgrounds, do not use on white



SNL Badge  
For use on social, web, or swag where the full logo is too large or horizontal. Use when name reinforcement is needed.

## Colors



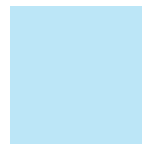
**SNL Security**  
HEX #003E73  
RGB 0, 62, 115  
CMYK 100, 57, 0, 38



**SNL Stability**  
HEX #082B42  
RGB 8, 43, 66  
CMYK 100, 78, 45, 42



**SNL Innovation**  
HEX #72BBD8  
RGB 114, 187, 216  
CMYK 42, 0, 2, 10



**SNL Excellence**  
HEX #B4E2F6  
RGB 180, 226, 246  
CMYK 24, 0, 1, 0



**SNL Growth**  
HEX #CAAB56  
RGB 202, 171, 86  
CMYK 20, 26, 74, 0



**Background Gradient** – Used for backgrounds and design elements

Dark Blue  
CMYK 71, 44, 28, 82  
HEX #0D2331

to SNL Security Blue  
CMYK 100, 57, 0, 38  
HEX #00467F



**Gold Gradient** – Used sparingly on design elements, avoid use directly on white

HEX #A88838  
HEX #CCA645  
HEX #FCDA85  
HEX #B3913A  
HEX #99702D

We recommend using the saved Adobe gradient when working in Adobe products

## Fonts

### Headlines

#### Playfair Display Bold

Used large, frequently italicized, never use in all caps, other weights as needed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz  
xyz1234567890&

### Highlighted Text

#### Avenir Heavy

Can be used for headlines and emphasis, all caps or standard case

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz  
xyz1234567890&

### Body Copy

#### Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz  
vwxyz1234567890&