



This document contains suggested guidelines for utilizing the Snapshot Sacramento logo. We hope that you'll understand the importance of Snapshot Sacramento adopting these guidelines in order to keep the integrating and branding of our organization.

When placing the logo on colored fields, be sure that there is enough contrast between the logo colors and background so that it stands out. A white background is preferred, so that the original colors of the logo can be maintained.

Please do not alter the look of the logo in any fashion i.e. adding a drop shadow, outline, re-drawing, change the colors or enclose the logo in any shapes.

Reduce the Snapshot Sacramento logo proportionately, as needed, but never reduce it beyond legibility or distort it by stretching, squeezing, or reshaping it.

Always keep the logo intact; do not remove or rearrange any of its elements.

Never change the fonts or colors.

Thank you for adhering to our guidelines. If you have any questions, please contact Don Nahhas, President, by email or phone (916.340.5437).

### Logo Font

Haettenschweiler is the font used in the Snapshot Sacramento logo.

#### Haettenschweiler (OpenType)

OpenType Font, Digitally Signed, TrueType Outlines  
Data by Eraman Ltd., and Monotype Typography Inc. © 1995. Microsoft Corporation. All rights reserved.

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;[\*!?'']**

14pt. **The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9**

18pt. **The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5 6 7 8 9**

24pt. **The quick brown fox jumps over the lazy dog. 0 1 2 3 4 5**

36pt. **The quick brown fox jumps over the**

### Color Palette

**Blue**  
Pantone® 2735 C  
CMYK: 100, 99, 4, 5  
RGB: 12, 8, 151  
HEX: # 0C0897

**Orange**  
Pantone® 152 C  
CMYK: 7, 69, 100, 1  
RGB: 229, 110, 4  
HEX: # E56E04