



Guidelines for the use of the Sri Sathya Sai International Organization logos

These guidelines are for the purpose of establishing consistency of the Sri Sathya Sai International Organization (SSSIO) identity worldwide. They are also designed to show the public and devotees exactly what kinds of materials are officially approved by the SSSIO, so that they can more easily identify the official activities and programs of the SSSIO.

The logos represent the legal visual identity of the SSSIO, its affiliates, entities and institutions, and are protected by the laws of numerous countries. Violations of the trademark registration will be challenged in accordance with local laws.

Please adhere to these guidelines closely. Send any inquiries to info@sathyasai.org. Instances of non-compliance with these guidelines may be addressed by legal action with notification sent to the non-compliant user and his/her organization.

These logos are for the exclusive use of current officers of the SSSIO, their representatives and anyone expressly authorized by current officers for official work of the SSSIO on any medium, and for such officers and their representatives and such authorized persons to communicate internally or externally. Other individuals are not allowed to use the logos.

SSSIO officers, their representatives and such authorized persons are not permitted to use the logos of the SSSIO and its entities for any personal purposes, such as profile images in their personal accounts on any social media, personal letterheads and other instances where a viewer might assume that the personal account represents the SSSIO and/or its activities and views.

The SSSIO logos must not be used for any business purposes or other purposes not approved by the SSSIO. No one shall use the logo in the context of conducting any sort of for-profit commerce or solicitation of funds. Businesses and organizations that are sponsoring or collaborating in events organized by the SSSIO must acquire approval by the national / regional SSSIO leadership in order to use the SSSIO logo on banners and other collateral. The regional leaders shall notify the Prasanthi Council directly or via their zonal leaders about these uses of the SSSIO logo by collaborating organizations.

These uses by non-SSSIO entities, especially businesses, must be limited to the single event in which the entity is involved with the SSSIO and shall not be used to imply any lasting endorsement by or partnership with the SSSIO.

Graphics Identity Guide

All official or officially approved publicity and/or informational items, regardless of the medium, must comply with this Graphics Identity Guide.

Components

The format consists of two components: the logomark (graphics) and the logotype (font). These two components are always placed in a fixed relationship to each other and should never be redrawn or modified in any way. Any variation that suggests an identity that could be mistaken to be SSSIO is prohibited by law.

Colors

The logos have specific colors.

SSSIO Logo: The logo comes in color and gray scale versions. These are the only two versions. These colors cannot be modified. Any change in color will be regarded as a violation of the graphics identity.

For the SSSIO logo, the Pantone color codes are as follows:

Orange Pillar and Leaf: 716 C, #ea7600, RGB(234, 118, 0), CMYK(0, 61, 99, 0)

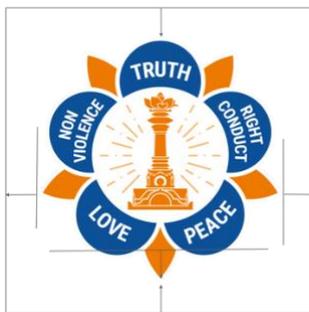
Blue Lotus: 2945 C, #004c97, RGB(0, 76, 151), CMYK(100, 53, 2, 16)

Orange Sun Rays: 1485 C, #ffae62, RGB(255, 174, 98), CMYK(0, 34, 58, 0)

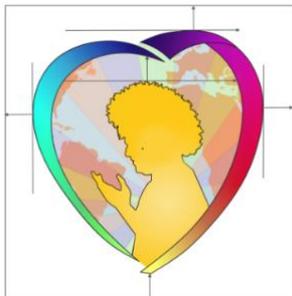
YA Logo: The colors in this logo can be modified as necessary with the approval of the Prasanthi Council of the SSSIO.

Borders and Clearance

To ensure its integrity and visibility, the logo is to be kept clear of competing text, images and other marks except for background images when the logo is used as a watermark.



The SSSIO logo must be surrounded on all sides by an adequate clear space — a space equal in size to at least half the bottom orange leaflet as shown here.



The YA logo must be surrounded on all sides by an adequate clear space — a space equal in size to the distance between Swami's top of hair to the inside border as shown here.

Placement of Logo

In any official SSSIO video production, the SSSIO logo must be a watermark on the top left. The YA logo, if necessary, must be in the top right.

In any document or letterhead, the SSSIO logo must be on the top left and the YA logo, if necessary, shall be on the top right.