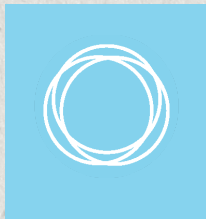


SAKEENAH BRANDING GUIDELINES

Logo



Symbol



Logo Font



Logo Vertical



Logo Horizontal

Incorrect Logo Use

SAKEENAH



Do not Alter



SAKEENAH
CANADA

Do not Distort



SAKEENAH
CANADA

Do not Change Logo Color



SAKEENAH
CANADA

Donot change Icon color



Do not Rotate



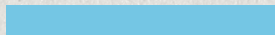
SAKEENAH
CANADA

Do not Embed Image

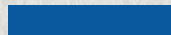
Color Palette

Primary Colors

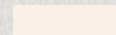
SAKEENAH BLUE
HEX: #74C6E4
P: 135 C=209 B=230
C=43 M=1 Y=7 K=0
PANTONE 305
(SOLID COATED)



DEEP SKY BLUE
HEX: #0A589E
RGB: 10, 90, 174
CMYK: 90, 0, 27, 60



SOFT ROSEWOOD
HEX: #D9F0B6
RGB: 212, 240, 182
CMYK: 12, 0, 24, 6



Secondary Colors

TANGERINE
HEX: #F37221
RGB: 243, 114, 33
CMYK: 0, 53, 86, 5



ELECTRIC YELLOW
HEX: #FFDE59
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



SOFT PLUM
HEX: #FF8C03
RGB: 205, 112, 173
CMYK: 0, 45, 16, 20



LEMON ZEST
HEX: #D9F583
RGB: 212, 240, 182
CMYK: 12, 0, 24, 6



Fonts

MONTSERRAT FONT FAMILY

Primary Typeface

Give you Glory

Accent Font

BIG SHOULDERS FONT FAMILY

Secondary typeface