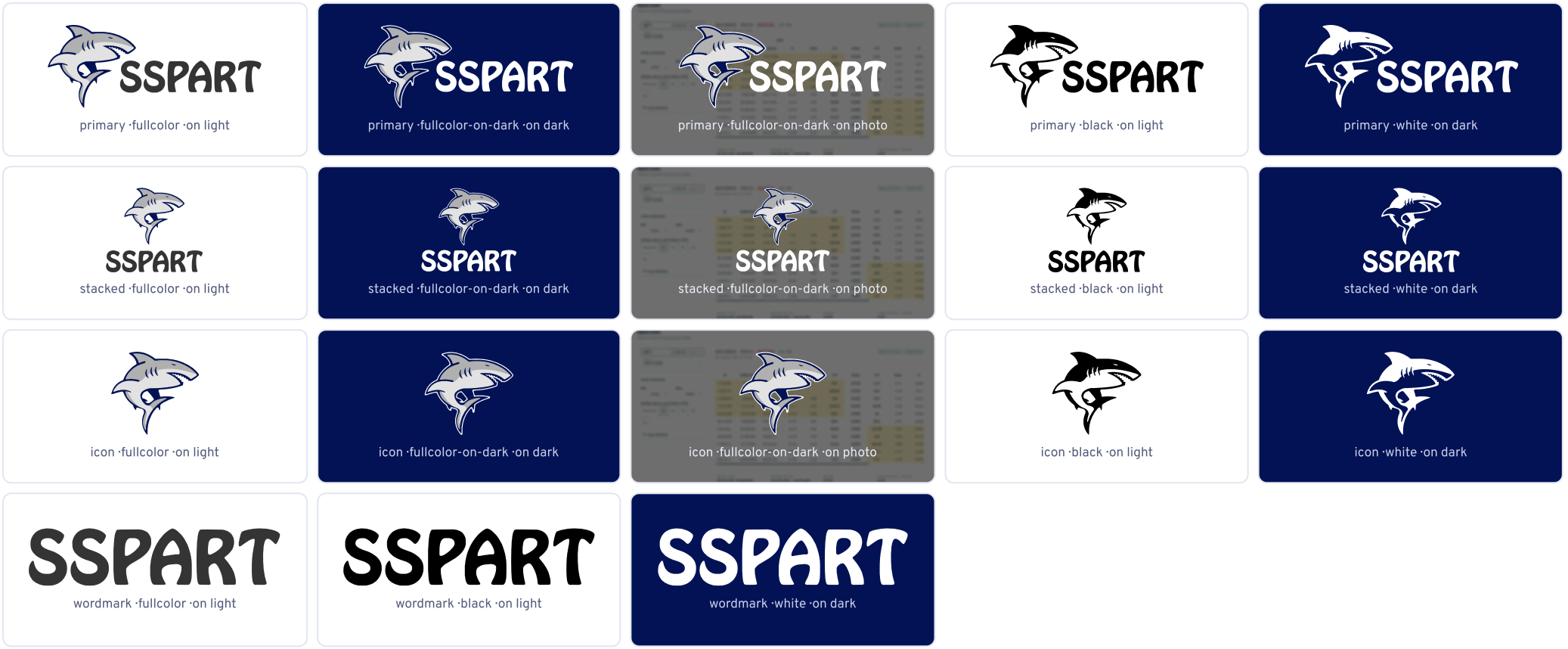
SSPART BRAND · LOGO PACK V1 · NOV 2026

Logo lockups and colour variants

Each tile shows the approved variant on its approved background. Files: **02_Brand/Logo/<lockup>/sspart-logo-<lockup>-<colour>** as .svg (master), .pdf (print) and .png at 512, 1024 and 2048 px.



Clear space

Keep a margin around the logo equal to the height of the "S" in the wordmark. For the icon alone, use a quarter of the icon's width. Nothing (text, edges, other logos) enters this space.



Minimum size

Lockup	Print	Screen	Use for
Primary (horizontal)	30 mm wide	120 px	Website header, brochures, letterhead, slides
Stacked	20 mm wide	80 px	Square spaces, covers, merchandise
Icon	8 mm wide	24 px (16 px favicon)	Favicon, app icon, social profile, stamp, ID card
Wordmark	20 mm wide	80 px	Tight horizontal spaces, footers, signatures

Which colour where

Full colour on white or light backgrounds. **Full colour on dark** (white keyline and wordmark) on navy, black or dark photos. **Black** for one-colour print, fax, rubber stamps and black-and-white documents. **White** for one-colour reversed print and embossing.

Don'ts



Don't stretch or squash



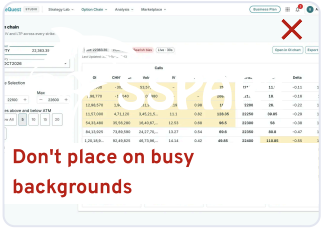
Don't recolour



Don't rotate



Don't add shadows or effects


Don't place on busy backgrounds



Don't use the light version on dark



Don't retype the wordmark



Don't fade or make it transparent



Don't crowd it with other marks

Extras in this pack

favicon/ favicon.ico (16/32/48), favicon-16…512.png, apple-touch-icon.png (180), favicon.svg
social/ profile picture 400×400 (light and navy), LinkedIn banner 1128×191

The logo was rebuilt as vector in Nov 2026 by tracing the last remaining raster file. If an original source file turns up, compare and keep whichever is sharper.