

Sorensen Media Group Brand Guidelines

Square Logo



SORENSEN
MEDIA GROUP

Rectangle Logo



SORENSEN
MEDIA GROUP

White Logo



SORENSEN
MEDIA GROUP



SORENSEN
MEDIA GROUP

Black Logo



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TYPOGRAPHY

Gotham Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789@ \$&%!?.,:;()*

Gotham Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789@ \$&%!?.,:;()*

COLOR VALUES



RGB: 225 / 6 / 0
HEX/HTML: #E10600
CMYK: 0 / 94 / 100 / 0
PANTONE 2347 C



RGB: 0 / 0 / 0
HEX/HTML: #000000
CMYK: 0 / 0 / 0 / 100
PANTONE BLACK C

SPACING

The minimum clear space (safety zone) around the logo is equal to $\frac{1}{2} X$, where X is the height of the logo.

