

STYLE

GUIDE

S A T U

est. 1898

South African Typographical Union

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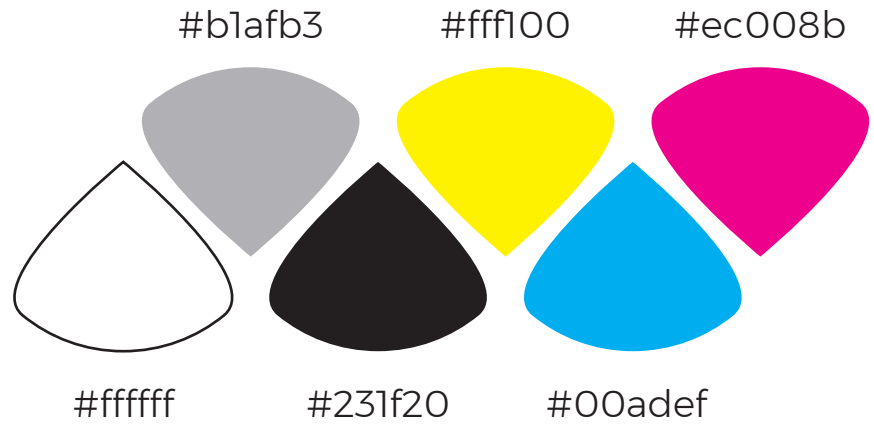
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6. Logo

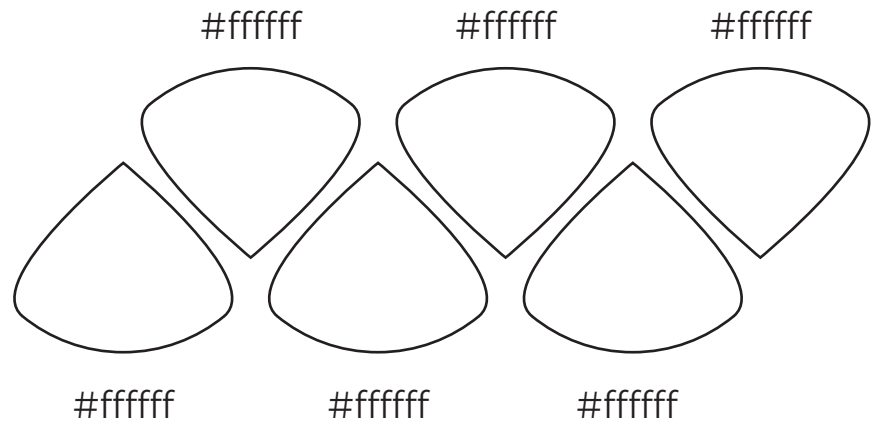
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6.1 Design Statement

LOGO



SITE



DESIGN STATEMENT

The colour values of CMYK were chosen, because they are the standard colours used for all colours and are the building blocks to any print, These colours signify diversity and how when used together they can be powerful. They are bright, vibrant and solid colours that anyone in the industry can relate to, through these standard colours that keep an industry connected.

LOGO

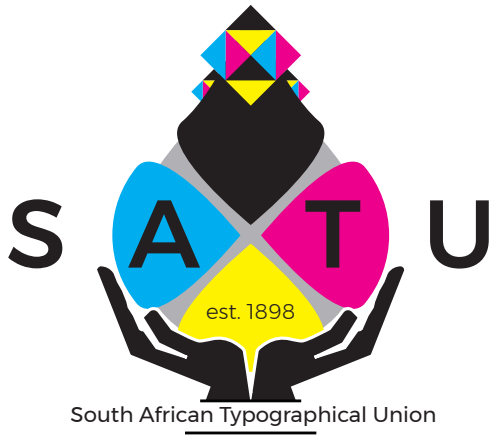
Medium 36pt,
200pt spacing

• **Montserrat**

Regular 8pt • Montserrat

Light 8pt • Montserrat

SITE



DESIGN STATEMENT

SATU is by far the strongest name out of the new names, for it has authenticity and has been the name of the union for a very long time. The name is quick to say and easy to remember, The new logo embodies this name by using the standard printing colours CMYK in the shape of a drop. The drop of the CMYK signifies the industry and is recognized by anyone in the industry. These colours connect and unify the industry. The hands are holding this drop to signify that the union will hold this drop up and thus showing that the union will help any worker in the industry.