

# Logo Usage Guidelines



# SideFX Logo

This is the primary SideFX logo which is used for marketing purposes such as business cards, advertisements and marketing materials. In corporate materials, the symbol should appear as part of the full signature.

Using the symbol on its own is allowable in social media contexts.



## Symbol

The symbol is used most often as part of the corporate signature. In corporate materials, the symbol should appear as part of the full signature.

**Using the symbol on its own is allowable in social media contexts.**

## Wordmark

This is the secondary SideFX brand identity and should be used together with the symbol on corporate materials such as letterheads and business cards. On product materials, such as ads, banners or web pages, where the Houdini logo and its symbol appear, use the SideFX logo in all grey.

The wordmark is typeset in Gotham Regular and Bold. The spacing between each of the letterforms has been individually kerned and adjusted to create a unique setting of the wordmark.

**Never recreate the wordmark with the font.**

**Always use the files provided.**

# Colors

## Primary

	PMS 172
	C 0%
	M 75%
	Y 100%
	K 0%
	Web FF6600*

	BLACK
	C 0%
	M 0%
	Y 0%
	K 100%
	Web 000000

## Secondary

	Cool Gray 8
	C 0%
	M 0%
	Y 0%
	K 45%
	Web A1A0A4

\* the orange web color is not a direct translation of the PMS color but provides a better look online. Be sure to use FF6600 in all cases online.

## SideFX Logo Color Versions

FULL COLOR VERSION  
SideFX Orange and Black



GREYSCALE VERSION  
Black and Cool Grey 8



ONE COLOR VERSION  
Black Only



ONE COLOR VERSION  
Cool Grey 8



### PLEASE NOTE:

The corporate signature in reverse shown here in a square block should only be used with dark backgrounds or on pages with photographic backgrounds where there is sufficient contrast with the white signature.

Do NOT reverse the signature out of an isolated square.

# Houdini Logo

This is the primary Houdini logo which is used for marketing purposes such as the website, advertisements and email campaigns. In corporate materials, the symbol should appear as part of the full signature.

Using the symbol on its own is allowable in social media contexts.



## Wordmark

This is the secondary Houdini brand identity and should be used together with the symbol on product materials, such as ads, banners or web pages.

The wordmark is typeset in BAU LF RBold. The spacing between each of the letterforms has been individually kerned and adjusted to create a unique setting of the wordmark.

**Never recreate the wordmark with the font.**

**Always use the files provided.**

## Symbol

The symbol is used most often as part of the corporate signature. In corporate materials, the symbol should appear as part of the full signature.

**Using the symbol on its own is allowable in social media contexts.**

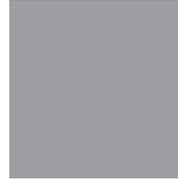
# Colors

## Primary

	PMS 172
	C 0%
	M 75%
	Y 100%
	K 0%
	Web FF6600*

	BLACK
	C 0%
	M 0%
	Y 0%
	K 100%
	Web 000000

## Secondary

	Cool Gray 8
	C 0%
	M 0%
	Y 0%
	K 45%
	Web A1A0A4

\* the orange web color is not a direct translation of the PMS color but provides a better look online. Be sure to use FF6600 in all cases online.

## Houdini Logo Color Versions

FULL COLOR VERSION  
SideFX Orange and Black

**Houdini** ™

**Houdini** ™

GREYSCALE VERSION  
Black and Cool Grey 8

**Houdini** ™

**Houdini** ™

ONE COLOR VERSION  
Black Only

**Houdini** ™

**Houdini** ™

ONE COLOR VERSION  
Cool Grey 8

**Houdini** ™

**Houdini** ™

### PLEASE NOTE:

The corporate signature in reverse shown here in a square block should only be used with dark backgrounds or on pages with photographic backgrounds where there is sufficient contrast with the white signature.

Do NOT reverse the signature out of an isolated square.

## SideFX Logo Dimensions

Minimum  
Size



Clear Space



A corporate signature must always stand clearly apart from other visual elements, including text and other design marks. The integrity and uniqueness of the Side Effects Software corporate signature requires a minimum clear space. This space should be equal to the width of the symbol.

For example, if the width of the symbol is 0.375", the width of the space around the corporate signature should be 0.375".

## Houdini Logo Dimensions

Minimum  
Size



Clear Space



The corporate signature in reverse shown here in a square block should only be used with dark backgrounds or on pages with photographic backgrounds where there is sufficient contrast with the white signature.

## SideFX URL Logo

This URL logo is for advertising and marketing pieces where we want to direct people back to the website. This allows the logo to serve two purposes and limit clutter in the .



## SideFX AP Logo

This is the SideFX Asia Pacific logo which is used for marketing purposes such as business cards, advertisements and marketing materials.





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