

Suri Simply Stunning Mark

Mark Usage Guide

2023



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The Mark

The Suri Simply Stunning Trademark (Mark) is represented by the complete graphic logo shown below. The Mark includes the script style "Suri", the tag line "Simply Stunning" and the linear highlight appearing below "Suri" as shown below. No other shapes, characters, accents, or additional design elements may be added. There is no exterior bounding shape to the Mark.



This layout is the only acceptable presentation of the Mark. The Mark is provided to approved users (licensees) as complete graphical files in a variety of file formats for use in digital and print media. Any use of the Mark must include the unedited graphic file including the circle R symbol signifying its registration with the US Patent and Trademark Office.



Color Palette

The Mark registration claims colors of purple and yellow for the logo. For consistency and communication within the program, each color has a descriptive name and specific color values for digital and print media. The Mark logo colors have also been mapped to standardized embroidery thread colors. The Mark logo should never be replicated in any other colors.

Mark Colors






Championship Purple		Championship Gold	
Web and Digital			
H	297	H	38
S	52	S	88
B	27	B	96
R	67	R	245
G	33	G	168
B	69	B	28
Hex #	432145	#	F5A81C
Print			
C	72	C	2
M	91	M	38
Y	42	Y	100
K	44	K	0
Embroidery			
Robison Anton 2431 Purple		Robison Anton 2463 Merit Gold	

Color Reproduction

The Mark logo is recorded with specific colors as shown. It should not be used in other color combinations, grayscale, or as a black or white image.

Mark Presentation

The Mark is to be used without any bounding box or other shape used to create a background specific to the Mark or that implies the Mark has an external shape other than the core elements. The Mark should always be presented with clear space free of other logos and text. The Mark may be used in a presentation that includes various background design elements if they are part of the overall composition and not specific to the mark. However, background shapes and colors should not visually obscure or alter the overall Mark shape. Do not use the Mark on backgrounds with insufficient contrast.

	No bounding shapes	
	Background insufficient contrast	
	Background obscures Mark shape	
	No changes to Mark colors	



Clear Space

The Mark should always have a minimum open area around it defined by the "X" that is scaled relative to the height of the "r" in Suri. No other foreground graphic element should appear within the clear space around the Mark.



Scale and Minimum Size

The Mark logo should always appear in its original proportions. When scaling the graphic files, the relationship between height and width must remain constant. The Mark logo has a H:V ratio of 1:1.



The Mark logo should always appear at least 0.75" in height.

Embroidered Applications for the Mark

The Mark is designed to be functional in a wide range of embroidered applications. The primary colors of Championship Purple and Gold should be used in any embroidered application. These colors have been accurately reproduced using standardized Robinson Anton thread colors as indicated in the color palette. Other colors in the Mark color palette have not been tested for embroidery application.



Digital Files

The Mark logo is available for use in different arrangements and media. The digital files are provided in two flavors (file formats): Bitmap and Vector. Bitmap is like a digital photo; it works great for things on the web and in smaller print sizes. If you scale it too large it will start to get grainy or jagged (pixelated), so “vector-based” files are also provided. These can be scaled to any size (including banners) without pixelation.

The vector-based files are generally for large format publishing as a banner or other print media. Some computers or programs may not open them, but most any publishing software will. On a PC, a double click may open them in a web browser window. However, the view may be scaled very large and will require dragging the view sliders to move around the window and spot it.

The easiest files to view, place in a website or publish at the original scale are the PNG files. They can be viewed or used in most any photo or desktop publishing software because they are simple bitmaps (maps of pixels) just like a digital photo.



Bitmap Files

(PNG or “portable network graphic” files are bitmap pictures of fixed resolution that can display with a transparent background and are typically used for web-based graphics)

Suri Simply Stunning Mark Logo.png

Vector Files

(SVG or “scalable vector graphic” files are vector based 2D graphics that can be rescaled to almost any size without loss of resolution)

Suri Simply Stunning Mark Logo.svg