

# SESA

Smart Energy  
Solutions for Africa

## LOGOTYPE INFO

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LOGO  
SESA



LOGO  
FONT



BLUE COLOR FONT for name and tagline  
.....

**SESA**  
Smart Energy  
Solutions for Africa

HEX: # 243E8F  
PANTONE: 7687 C  
C: 100 M: 90 Y: 9 K: 1  
R: 36 G: 62 B: 143

PROPORTIONAL SCALE  
.....

**SESA** 43pt  
Smart Energy  
Solutions for Africa 12pt

NAME: UPPERCASE

TAGLINE: TITLE CASE

**SESA**

logo font  
**DM SANS BOLD**  
(Google fonts)

**DM SANS**  
ABCČĎĚFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčċďēfghijklmnopqrsštuvwxyzž  
1234567890'?!"(%)[#]{}&\<-+÷×=>®©\$€£¥¢;,:\*.

Smart Energy  
Solutions for Africa

tagline font  
**NUNITO REGULAR**  
(Google fonts)

**NUNITO REGULAR**  
ABCČĎĚFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčċďēfghijklmnopqrsštuvwxyzž  
1234567890'?!"(%)[#]{}&\<-+÷×=>®©\$€£¥¢;,:\*.

LOGO  
COLORS



HEX: # **243E8F**  
PANTONE: **7687 C**

C: **100** M: **90** Y: **9** K: **1**  
R: **36** G: **62** B: **143**



HEX: # **00753A**  
PANTONE: **7732 C**

C: **90** M: **29** Y: **100** K: **18**  
R: **0** G: **17** B: **58**



HEX: # **FFE600**  
PANTONE: **803 C**

C: **2** M: **4** Y: **99** K: **0**  
R: **255** G: **230** B: **0**



HEX: # **DF1F2E**  
PANTONE: **485 C**

C: **6** M: **100** Y: **92** K: **1**  
R: **223** G: **31** B: **46**



HEX: # **FFE600**  
PANTONE: **803 C**

C: **2** M: **4** Y: **99** K: **0**  
R: **255** G: **230** B: **0**

LOGO  
HOW TO USE



LOGO and TYPOGRAPHY in color



LOGO and TYPOGRAPHY black or blue (positive)



LOGO and TYPOGRAPHY white (negative)



LOGO  
HOW NOT  
TO USE



LOGO and TYPOGRAPHY in color



LOGO and TYPOGRAPHY (positive)



LOGO and TYPOGRAPHY white (negative)

