SEGA logo style guide

CMYK
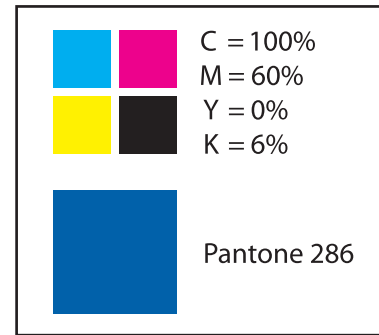
CMYK

PMS 286

PMS 286

Black

Reverse White

Clear Space and Centering

To maintain the integrity of the logo, it must be surrounded by a clear space. The required clear space is equal to the height of the SEGA Logo. No other graphic elements may violate the clear space.

h = Height of Sega Logo

$C = 100\%$
$M = 60\%$
$Y = 0\%$
$K = 6\%$

Pantone 286

SEGA Blue

Unacceptable Uses of the SEGA Corporate Logo

Always us the electronic files provided by SEGA. Poor quality reproduction of the logo is unacceptable.

Distorting, redrawing, reproportioning, or repositioning of the logo elements is unacceptable. The logo must appear exactly as shown in approved artwork, without alteration of any kind.

The white backround of the logo is always present. When placed on white, the white backround will not be visible, however it must not to be removed.

The ® is always part of the SEGA logo.

There is a white background that provides an outline and border to the SEGA logo, but inherently disappears from view when the logo is placed on white.

With darker backgrounds, use the white ®.

With lighter backgrounds, use the black ®.

Minimum Size

The minimum width of the SEGA logo is one inch or 25.5 mm. The minimum size requirement is designed to preserve the integrity of the SEGA logo. When the SEGA Logo appears smaller than the minimum size, the quality of the logo deteriorates. Exceptions must be approved by SEGA.

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