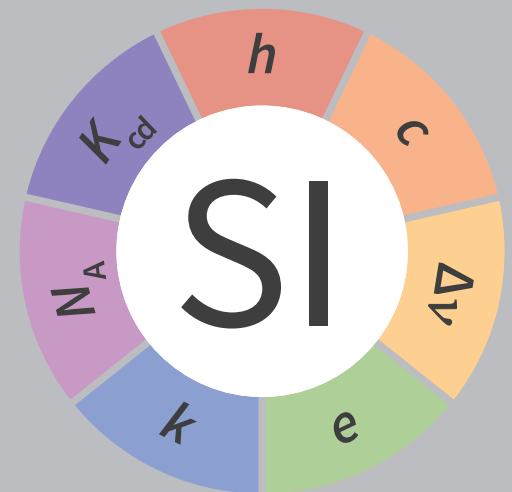
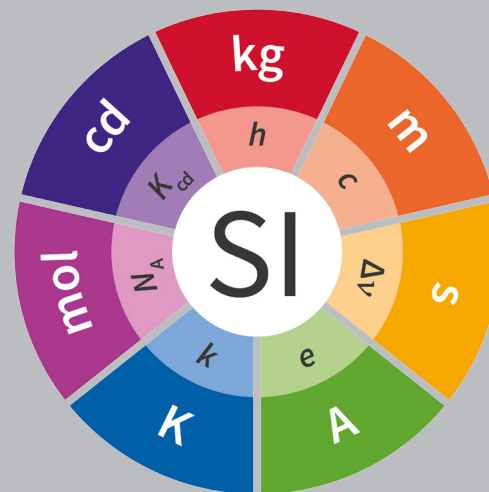
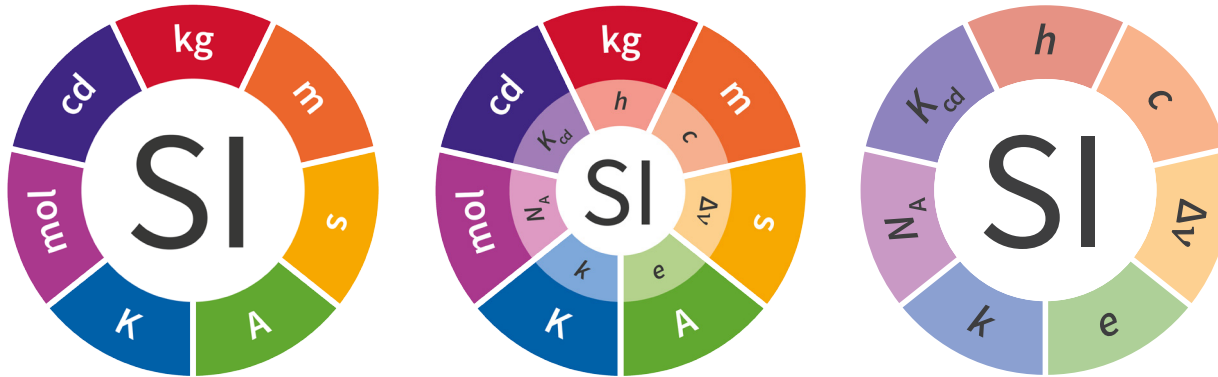


# SI Illustration Guidelines



# Our illustration

The use of a common graphic will transcend any language barriers and enable all our campaigns to be recognised as part of this worldwide story. Therefore our illustration should never be distorted or altered in any way. Always make sure you are using the correct version.



**Illustration artwork**

JPEG, PNG and EPS file formats are available:

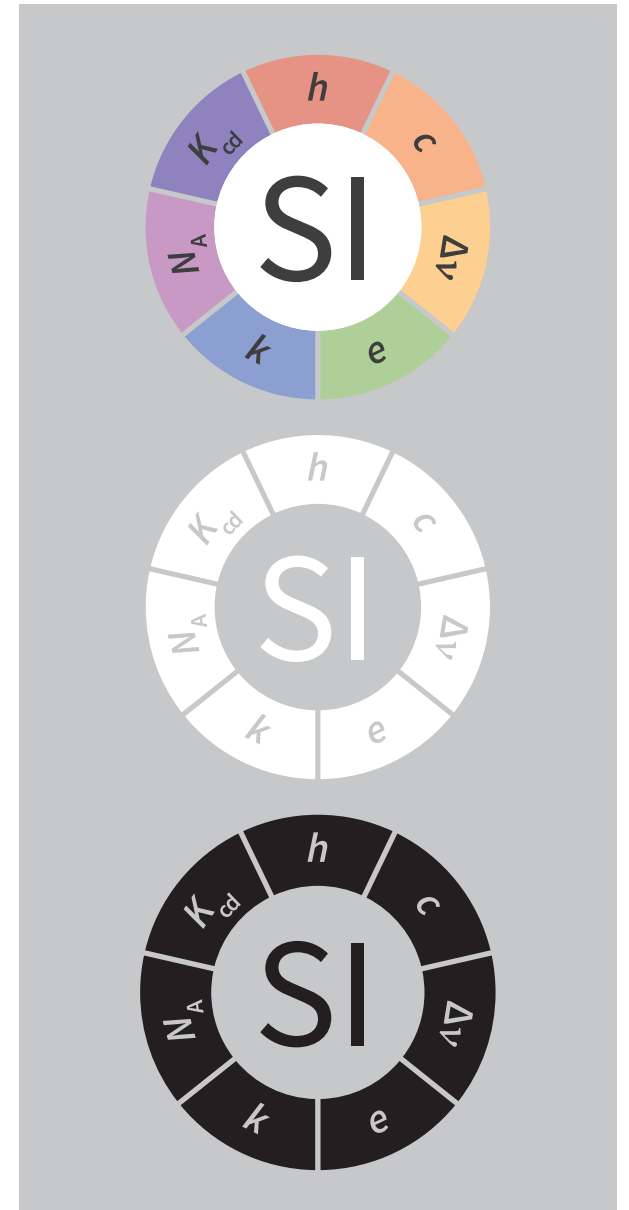
- JPEG** - compatible with printed items and the web. Available to download from the website.
- PNG** - for use on the web only (raster with transparent background). Available to download from the website.
- EPS** - best used for printed material (vector with transparent background). If you require an EPS version of the illustration please contact: [revised.si@bipm.org](mailto:revised.si@bipm.org)

Our illustration should have space around it. An exclusion zone can be created by using the width of the letter 'S' of the illustration:



# Our illustrations colours

Our illustration is available in three formats and these colourways:



# Our illustrations colours



**Pantone 186 C**  
C:11 M:100 Y:82 K:3  
R:207 G:18 B:45



**Pantone 165 C**  
C:0 M:70 Y:89 K:0  
R:236 G:103 B:40



**Pantone 130 C**  
C:0 M:39 Y:95 K:0  
R:248 G:169 B:9



**Pantone 369 C**  
C:67 M:8 Y:100 K:0  
R:98 G:168 B:48



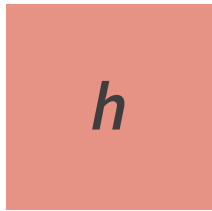
**Pantone 300 C**  
C:91 M:62 Y:0 K:0  
R:25 G:93 B:169



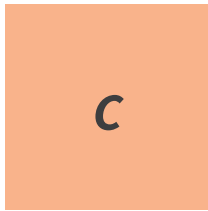
**Pantone 247 C**  
C:38 M:89 Y:0 K:0  
R:171 G:55 B:140



**Pantone Violet C**  
C:93 M:99 Y:0 K:0  
R:65 G:40 B:132



**Pantone 186 C  
50% Tint**  
C:5 M:50 Y:41 K:1  
R:231 G:137 B:150



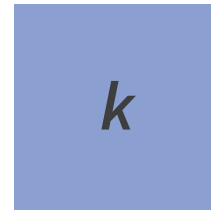
**Pantone 165 C  
50% Tint**  
C:0 M:35 Y:44 K:0  
R:246 G:179 B:147



**Pantone 130 C  
50% Tint**  
C:0 M:19 Y:47 K:0  
R:251 G:212 B:132



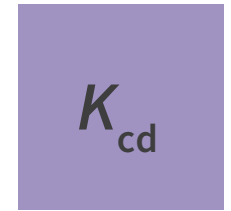
**Pantone 369 C  
50% Tint**  
C:34 M:4 Y:50 K:0  
R:176 G:212 B:152



**Pantone 300 C  
50% Tint**  
C:46 M:31 Y:0 K:0  
R:140 G:174 B:212



**Pantone 247 C  
50% Tint**  
C:19 M:44 Y:0 K:0  
R:213 G:155 B:198



**Pantone Violet C  
50% Tint**  
C:47 M:50 Y:0 K:0  
R:160 G:147 B:194

**White (Paper)**  
Please note that a 'white' jpeg cannot be provided. If you need a white logo we suggest using a PNG file format.



**SI GREY  
Pantone Process Black  
90% Tint**  
C:0 M:0 Y:0 K:90  
R:60 G:60 B:59