

Service Line Warranties of America® - Guidelines



General Use:

- The SLWA name and logo may not be altered, redrawn, stretched, distorted, or recolored.
- The marks must appear exactly as provided by the SLWA's marketing or legal teams.
- Do not combine SLWA marks with other logos, brand names, or symbols to create a new mark.
- Always refer to the company as "Service Line Warranties of America (SLWA)" on first mention, then "SLWA" thereafter.
- Never use "SLWAs," "The SLWA," or any altered versions.
- Capitalize "SLWA" in all instances.

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Full Color:
Dark Blue: C-100, M-68, Y-0, K-12
Light Blue: C-100, M-0, Y-0, K-0



Black:
C-0, M-0, Y-0, K-100



Logo Usage:

- Use only the official, approved logo files supplied by SLWA.
- Should be used in full color whenever possible.
- Maintain clear space around the logo equal to the height of the "S" in SLWA on all sides.
- The logo must not be smaller than 1 inch wide in printed materials or 100px wide in digital applications.
- Do not apply drop shadows, outlines, or filters.
- Maintain legibility and contrast — use the dark blue logo on light backgrounds and the white logo on dark or photographic backgrounds.
- Avoid placing the logo over busy or patterned backgrounds.

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Primary Fonts:

Univers Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Univers Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Arial Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789**

Secondary Fonts:

Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Font Usage:

- The SLWA primary fonts are used for most headers and body copy.
- Complementary fonts are used for call outs or other supporting usage where appropriate.

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PMS 287
CMYK: 100-68-0-12
RGB: 0-83-155
HEX: 003399



CYAN
CMYK: 100-0-0-0
RGB: 0-174-239
HEX: 0099FF

Color Usage:

- The SLWA logo features two signature blues. These colors must be used consistently across all creative materials to maintain a unified look and feel.
- Do not alter or substitute these colors with other shades of blue.
- When using gradients or backgrounds, always start with SLWA Light Blue and blend subtly into white — never into another color.
- The Dark Blue should remain dominant in logo applications and key typography.
- Accent colors (grays, neutrals) may be used as needed, but SLWA blues should remain the main brand identifiers.