



# SintMaarten

## TRUST FUND



Government of  
the Netherlands



WORLD BANK GROUP

## VISUAL IDENTITY INFORMATION

JUNE 2023

### ABOUT THE IDENTITY

This information sheet provides an overview of our visual identity, applicable for print and online uses as you present Sint Maarten Trust Fund material internally or externally. The logo symbolizes the collaboration and forward-thinking that drive Sint Maarten Trust Fund efforts. The logo's symbol represents the three partners that comprise the Trust Fund: Government of the Netherlands (dark blue), Sint Maarten (yellow), and World Bank Group (turquoise). The selection of colors also embodies the island's natural features.

### LOGO FONTS

**Tablet Gothic Bold Oblique**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**


Tablet Gothic Light Oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

\* For information only. The fonts are outlined and embedded in the logo files to preserve quality and negate the need for the actual font.

### COLORS

Logo colors

 CMYK 100, 80, 30, 15 | RGB 20, 67, 114 | HEX 144372

 CMYK 100, 0, 0, 0 | RGB 0, 173, 228 | HEX 009FDA

 CMYK 0, 30, 100, 0 | RGB 253, 185, 19 | HEX FDB813

Secondary palette colors

 CMYK 90, 10, 40, 5 | RGB 145, 92, 142 | HEX 905B8E

 CMYK 0, 65, 90, 0 | RGB 244, 121, 52 | HEX F47933

 CMYK 50, 75, 20, 0 | RGB 253, 183, 20 | HEX FDB714

### LOGO SYMBOL



#### File Names

SXMLoگو Symbol\_Color.jpg / .png / .eps / .svg / .ai

SXMLoگو Symbol\_Black.jpg / .png / .eps / .svg / .ai

SXMLoگو Symbol\_White.jpg / .png / .eps / .svg / .ai

# VISUAL IDENTITY INFORMATION

## LOGO VERSIONS

### Color



#### File Names

SXMLogo\_Color.jpg / .png / .eps / .svg / .ai

### Alternate color



#### File Names

SXMLogo\_AltColor.jpg / .png / .eps / .svg / .ai

### Black



#### File Names

SXMLogo\_Black.jpg / .png / .eps / .svg / .ai

### White



#### File Names

SXMLogo\_White.jpg / .png / .eps / .svg / .ai

## PARTNER LOGOS

### Together with Line



Government of  
the Netherlands



WORLD BANK GROUP

#### File Names

SXMPartnerLogos\_Group.jpg / .png / .eps / .svg / .ai

### Individual



Government of  
the Netherlands



WORLD BANK GROUP

#### File Names

GoNPartnerLogo\_.jpg / .png / .eps / .svg / .ai

SXMPartnerLogo\_.jpg / .png / .eps / .svg / .ai

WBGPartnerLogo\_.jpg / .png / .eps / .svg / .ai