Primary Logo

    Print_(cmyk)

        SIMS2NLlogoGLOWcmyk.psd

        SIMS2NLlogoPRIMARYcmyk.psd

        SIMS2NLlogoPRIMARYcmyk.eps
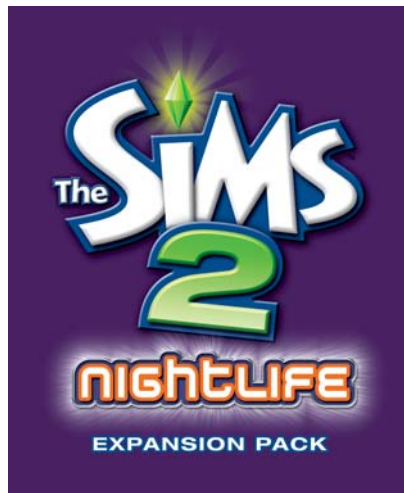
    Screen_(rgb)

        SIMS2NLlogoPRIMARYrgb.gif

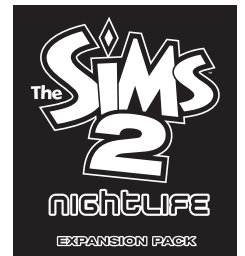   SIMS2NLlogoPRIMARYrgb.jpg

    Spot_(pms)

        SIMS2NLlogoPRIMARYpmsAI.eps

        SIMS2NLlogoBWposAI.eps

        SIMS2NLlogoBWnegAI.eps

Use logo with white burst on dark backgrounds.

Alternate Logos

    Print_(cmyk)

        SIMS2NLlogoHORIZGLOWcmyk.psd

        SIMS2NLlogoHORIZcmyk.psd

        SIMS2NLlogoHORIZcmyk.eps

    Screen_(rgb)

        SIMS2NLlogoHORIZrgb.jpg

    Spot_(pms)

        SIMS2NLlogoHORIZpmsAI.eps

Use logo with white burst on dark backgrounds.

COLOR

Primary Color Palette

R 12	R 127	R 254	R 15	R 176
G 46	G 195	G 95	G 18	G 176
B 130	B 28	B 16	B 114	B 176
C 100	C 50	C 0	C 100	C 0
M 68	M 0	M 63	M 88	M 0
Y 0	Y 100	Y 91	Y 0	Y 0
K 12	K 0	K 0	K 14	K 31
PMS 287	PMS 376	PMS 1655	PMS 2748	PMS Cool Grey 6

FONT INFORMATION

Futura Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ER9 Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWHYZ

The "SIMS2" part of the logo is based on the font Futura Heavy. The "nightlife" part of the logo is based on the font ER9 Extra Bold.