



STRINGS ACROSS CONTINENTS

BRAND IDENTITY GUIDE

Meaning · Mission · Heritage

Version 1.0 — October 2026

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How to use this guide

This guide is the single reference for how Strings Across Continents looks, what its symbol means, and where the brand comes from. Anyone producing a poster, a website, a recording, a festival stage or a social post for SAC should start here. Always take logo files from the official logo package that accompanies this guide — never redraw the logo, and never copy it from a screenshot or a social media post.

Who we are

Strings Across Continents (SAC) is an international music and cultural collaboration initiative that connects guitarists and other stringed-instrument musicians across countries, cultures, and musical traditions.

Our purpose is to turn connections into real opportunities: musicians creating together, exchanging knowledge, performing, teaching, recording, and developing projects that cross geographical boundaries.

SAC grew from Fingerpickers in Africa, founded in Rwanda in 2019 by guitarist Deo Salvator. What began as a community supporting African guitarists expanded through music education, free workshops, festivals, mentorship, and relationships with musicians around the world.

Strings Across Continents carries that history forward with a broader mission that welcomes stringed instruments and traditions from every continent.

The meaning behind our logo

Our visual identity is built around three letters: S, A, and C. Rather than presenting them as separate initials, the logo connects them through a flowing, handwritten composition.



S

Strings

The opening curve represents strings, musical expression, and the individual artist. It establishes music as the foundation of the organization.

A

Across

The central letter connects the shapes on either side. It represents movement, exchange, and the relationships SAC creates between musicians.

C

Continents

The final circular spiral represents the world, different musical cultures, and an expanding network of relationships. Its open form suggests that new people and ideas can always enter.

Why the letters connect

The continuous visual movement is intentional. SAC believes musical collaboration should not be limited by nationality, geography, genre, or instrument. The connected letters express that belief without requiring additional symbols such as a globe or a guitar.

The logo is not meant to represent one particular instrument. It belongs to everyone who creates music through strings.

The logo versions

One identity, four lockups. The primary logo is the default — use it wherever there is room. The other versions exist for specific shapes and spaces.



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Primary logo

The default lockup: symbol over the full name. Posters, covers, documents, stage backdrops.



Icon (monogram)

The symbol alone. Social avatars, favicons, watermarks, merch, and anywhere the full name already appears nearby.



Horizontal logo

For wide, short spaces: website headers, banners, letterheads, video lower-thirds.

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Wordmark

The name alone, for use beside or below a separately placed icon.

Every version is supplied in the three brand colours — deep navy, black and white — in the file package that accompanies this guide.

Colour

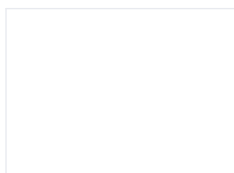
The identity is deliberately restrained: one colour, used with confidence, supported by black and white.



Deep Navy

Primary identity colour

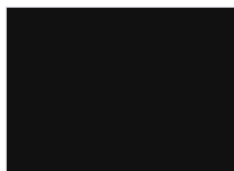
HEX #08275F
RGB 8 · 39 · 95
CMYK 92 · 59 · 0 · 63



White

Clarity and space

HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0



Black

Monochrome use

HEX #111111
RGB 17 · 17 · 17
CMYK 0 · 0 · 0 · 93

The deep navy is standardised from the final logo artwork (October 2026). For professional print, give your printer the CMYK values above and ask for a proof against the navy shown in this guide.

Three principles govern the whole identity:

Simplicity — one recognizable monogram without unnecessary decoration.

Connection — intersecting strokes communicate relationships between musicians.

Versatility — the logo works on websites, festival stages, concert posters, recordings, instruments, clothing, and educational materials.

The full name uses clean uppercase lettering to balance the expressive handwritten symbol.

Typography

The wordmark is set in a clean sans-serif, in uppercase, with wide letter spacing. All brand text follows the same family so the expressive symbol stays the only handwritten element.

Typefaces

First choice: Montserrat (free, Google Fonts) — Regular for body text, SemiBold for headlines.

Working files in this package: set in Noto Sans, a close free equivalent.

Fallbacks: Helvetica Neue, Arial — never substitute a serif or a script font for brand text.

Specimen

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 · — “ ”

Setting rules

Headlines: uppercase, SemiBold, letter spacing around 10%.

Wordmark: uppercase, Regular, letter spacing 30% — always use the supplied logo files rather than retyping the name as a logo.

Body text: Regular, sentence case, comfortable line spacing (1.4–1.5).

Tagline: uppercase or title case, Light or Regular, always smaller than the headline.

Clear space & minimum size

Give the logo room to breathe. Keep clear space on all four sides equal to x, where x is roughly one third of the monogram's height. No text, rules, page edges, other logos or busy image detail may enter this zone.



Minimum sizes

Primary logo: 32 mm wide in print · 120 px on screen.

Horizontal logo: 40 mm · 160 px.

Icon alone: 10 mm · 36 px.

Below these sizes, do not shrink the primary logo further — use the icon alone.

Backgrounds



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Navy on white — the standard use



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White on deep navy



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Black on white — single-colour print, photocopies,
engraving



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White on black

On photographs, place the white logo on a dark, calm area of the image, or set the navy logo inside a clean white panel. If neither is possible, choose a different image — never add shadows or outlines to force the logo to read.

What not to do

The logo is finished artwork. These treatments are never permitted, in any medium:



Do not change the colour



Do not stretch or condense



Do not rotate or tilt



Do not add gradients or effects



Do not use on low-contrast backgrounds



Do not place on busy, cluttered backgrounds

Also never: redraw or retype the logo, separate or rearrange the letters, add a guitar or globe symbol to it, or use an old version once a new one is issued.

Our heritage

Strings Across Continents did not begin without a history.

Its foundation was established through Fingerpickers in Africa, where musicians from Rwanda, Kenya, Nigeria, Burundi, Burkina Faso, and other countries began forming relationships and supporting one another.

2019	Fingerpickers in Africa is founded in Rwanda by Deo Salvator. A guitar school and free workshops follow.
2020	An online festival connects the community across borders.
2020s	International educational opportunities develop with the support of Thomas Leeb; mentorship and exchanges grow.
2025–26	Festivals in 2025 and 2026 present the community live.
2026	Strings Across Continents launches — the same mission, opened to stringed-instrument traditions worldwide.

Those experiences demonstrated something that remains central to SAC: bringing musicians together can create opportunities beyond what any individual artist could achieve alone. The new identity recognizes those African roots while opening the organization to stringed-instrument traditions worldwide.

What the brand stands for

Connection before competition.

We encourage musicians to share knowledge, develop relationships, and create together.

Collaboration beyond borders.

We initiate projects that bring together artists from different countries, musical backgrounds, and traditions.

Access to opportunity.

We work to connect musicians with mentorship, education, stages, recordings, and professional networks.

Respect for musical heritage.

We support traditional instruments and musical practices while encouraging new creative partnerships.

Our brand statement

Different strings. Different cultures. One connection.

Strings Across Continents is where musicians from different parts of the world meet to create something together.

Founded on the legacy of Fingerpickers in Africa, we initiate collaborations, connect artists with opportunities, and support the exchange of musical knowledge across borders.

Our symbol brings three letters into one connected form, reflecting the relationships at the heart of our work.

We believe the most meaningful musical connections do not end with introductions. They lead to shared experiences, new compositions, performances, and lasting partnerships.

Strings Across Continents is more than a network of musicians. It is an initiative that brings musical collaborations to life.

Using the tagline

“Different strings. Different cultures. One connection.” is the brand’s standing tagline. Use it on covers, posters and presentation title pages, set in the brand typeface under or beside the primary logo. It is a line of text, not part of the logo — never lock it into the logo artwork itself.

Applications



Concert & festival posters — white primary logo on deep navy



Merchandise — white icon on black



DEO SALVATOR · FOUNDER

Cards & letterheads — horizontal logo in navy



Social profiles — the avatar supplied in the logo package

Logo files & formats

The logo package that accompanies this guide contains every version of the logo, in every format a musician, designer, printer or web developer should need.

Folder	Format	Use it for
SVG	Vector master	Design work, web, signage — scales to any size with no loss. The file to give a designer.
PDF	Vector	Print and sharing final artwork — posters, programmes, banners.
EPS	Vector	Print shops and older production workflows.
PNG	Transparent raster, 2600–3000 px	Websites, social media, documents, slides, video — anything on screen, and overlays on colour or photos.
JPG	Raster on white / navy	Email, office documents and anywhere transparency is not supported.
Social-and-Favicon	PNG · ICO	Profile avatars (1080 × 1080) and website favicons (ICO + 512 / 192 / 32 px).

File names

Names follow one pattern — SAC-[Version]-[Colour]-[Background] — for example SAC-Primary-Navy-Transparent.png or SAC-Icon-White.svg. If you are ever unsure which file to send, send the SVG of the primary logo in navy; a designer or printer can derive everything else from it.

One rule above all: the artwork in the package is final. If a layout seems to need a different logo, change the layout — not the logo.



Different strings. Different cultures. One connection.

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