**spe** INSPIRING PLASTICS PROFESSIONALS

# SPE BRAND GUIDELINES

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PLASTICS
PROFESSIONALS

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PLASTICS
PROFESSIONALS
form your future

# form your future

# Logo

This is our logo. It instantly identifies SPE, representing who we are and our organization's vision and values.

The SPE shield and text block l together form a unique logo that is contemporary, confident, instantly recognizable and memorable. It is important we protect our logo by making sure it is used in the right way at the right times, so that it continues to be recognizable and to convey positive associations about organization

The way it should appear is fixed and therefore it must never be redrawn. When reproducing the logo you must only use original first generation artwork. Never use logos that have been redrawn, photocopied, faxed or taken from the internet as screen-grabs or poor re-productions look unprofessional and can damage our identity.

This  logo is a critical element part of communicating SPE's message so please make sure you always use it in the right way.

**Tag line**
"Form your future", SPE's new tag line, means that SPE offers the tools (education, knowledge, networks, com-munity) to give YOU control over your destiny for more success in your career.

That logo can be used by itself, with the tag line, or separated from the logo on the same communication (such as a t-shirt with the logo on front and the tag line on back).

# Logo clear space

To strengthen the identity's impact the logo is surrounded by an area of clear space into which other graphic elements must not intrude.

The clear space is shown by the dotted line as on the example to the left. The minimum clear space is determined by the width of the 'pe' within the logo.

**SPE logo for print**
Before setting the logo at a small size please take into account the printing method being used, ensuring both legibility and quality are retained at all times.

The smallest size the SPE logo can be reproduced at is15mm. From this minimum size, the logo can be scaled to any size required.

**SPE logo for screen**
Before setting the logo at a small size please take into account the type of device it will be seen on, ensuring both legibility and quality are retained at all times.

The smallest size the SPE logo should be seen at is 75 pixels for standard screens and 150 pixels for high-resolution Retina screens. From this minimum size, the logo can be scaled to any size required

When reproducing the SPE logo at small sizes please take guidance from your printer or digital specialist especially when reproducing the logo using silkscreen printing, pad printer web offset.

**Minimum logo size for use in print**



20mm

**Minimum logo size for use on screen**



75 Pixels

# Correct usage

**1.**

**2.**

**3.**

**4.**

**5.**

**6.**

**7.**

**8.**

### 1. Full color
To be used wherever possible. Use on a white or light colored backgrounds.

### 2. Full color + Photograph
When placing on photography make sure the area behind the logo is washed out.

### 3. White / Green
When used only on a dark, simple background, the reversed text block can be used with a Green shield and white SPE (SPE type should not be transparent, showing the background)

### 4. White
To be used only on a dark, simple background, or when used on a clear background e.g. glass/plexiglas

### 5. White + Photograph
When placing on photography make sure the area behind the logo is a simple dark area.

### 6. Black
To be used only when absolutely necessary, given the limitations of the media (e.g. black and white print, xerox, fax).

### 7. Shield / Green and White
For small applications such as promotional items or large applications such as exhibition stands or signage, the shield may be used on its own. White shield to be used on dark or clear background e.g. glass/plexiglas.

### 8. Shield + Photography
Use the full color shield on simple, light photography. White shield should be used on simple, dark photography.

SPE type within the shield is white (not transparent) therefore the background should not show through.

When reproducing the logo you must only use original first generation artwork. Never use logos that have been redrawn, photocopied, faxed or taken from the internet as screen-grabs.

Never reproduce the SPE logo using tints.

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**1.**

**2.**

**3.**

# Incorrect usage

When reproducing our logo you must never reset any of the elements or redraw the shield. The examples on the left are some of the things you should not do.

**1.** Never use the SPE logo without the shield as both elements form the logo.

**4.**

**5.**

**6.**

**2.** Never condense or elongate the logo.

**3.** Never re-align the logo or alter the proportions between the shield and text block.

**4.** Never use logo in legacy or non-approved colors. Never use the shield in any color other than green or white.

**5.** Never set the logo at an angle.

**7.**

**8.**

**9.**

**6.** Never re-set the type with a font.

**7.** Never gradate colors within the logo.

**8.** Never use a complex background behind the logo.

**9.** Never add an outline to the logo.

**10.**

**11.**

**12.**

**10.** Never recreate the logo as a key-line.

**11.** Never recreate the logo as a halftone.

**12.** Never use SPE's previous logos.

# Color
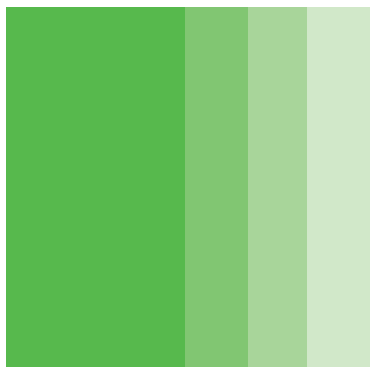
**Primary colors**



**SPE Green**

HEX 58B84E
C68 M1 Y96 K0
R88 G184 B78
PMS 360 C

**SPE Grey**

HEX 808285
C55 M42 Y40 K6
R129 G130 B133
PMS COOL GREY 8 C

**Secondary colors**



HEX EA2230
C1 M99 Y95 K0
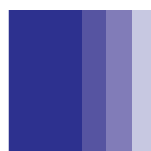R234 G34 B48
PMS 185 C

HEX FF9900
C0 M47 Y100 K0
R255 G153 B
PMS 137 C

HEX FFD52F
C1 M13 Y100 K0
R255 G213 B47
PMS 116 C

HEX 3D9BE9
C68 M31 Y0 K0
R61 G155 B233
PMS 279 C

HEX 252897
C100 M99 Y1 K1
R37 G40 B151
PMS 2746 C

HEX 333333
C69 M63 Y62 K58
R51 G51 B51
PMS 447 C

HEX 46A748
C75 M8 Y100 K1
R70 G167 B72
PMS 7738 C

HEX 78BE4D
C58 M0 Y99 K0
R120 G190 B77
PMS 360 C

Color is a powerful tool in creating a distinctive and memorable brand image. The SPE brand identity is made up of two primary colors and 6 secondary colors plus some variations on green.

**Primary colors**
The primary color palette is made up of two colors, SPE Grey and SPE Green. Both colors are used in our full color logo and must always be used at 100% and never as a tint.

**Tints**
Primary colors should be used in the first instance but can also be used in varying degrees of tints as a secondary color.

**Secondary colors**
The secondary colors are used more sparingly e.g. within publications, charts, graphs and diagrams, or as highlight colors.

Lighter and darker variations on SPE Green can be used (a few recommendation below left) for words and shapes when the designer wants to maintain a predominantly green field of color. (Examples on page 12).

Solid colors should be used wherever possible however tints may also be used.

The color chart to the left shows color references for both print and on screen.

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## Fonts

**Brandon Grotesque Medium**

# HELLO!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwzyz01234567891

**Lucida Sans Unicode**

# HELLO!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwzyz01234567891

**Arial**

# HELLO!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwzyz01234567891

**Brandon Grotesque** has been chosen as SPE's display or headline font. This font design is influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility. The small x-height and the restrained forms lend it a distinctive elegance.

**Lucida Sans Unicode** is being utilized for body copy on SPE's website. Large x-height, making it readable at all sizes. Uses: Wide range of uses including directories, tables, forms, memos, faxes, and manuals.

**Arial** is may be used as an alternate text font when appropriate, such as text copy for books and magazines. Arial is a no-nonsense, contemporary typeface which is clear, legible and available in a wide range of weights, from regular to black.

**Expressive fonts** is may be used as an alternate text font when appropriate, such as text copy for books and magazines. Arial is a no-nonsense, contemporary typeface which is clear, legible and available in a wide range of weights, from regular to black. (An example of this can be seen on the bottom of page 12).

# Photography

**Examples of photography that should be used**



**Examples of photography that should NOT be used**



Photography is one of the most important tools we have to communicate our messages and reinforce SPE's branding. The photos you choose should reflect our vision and values, capturing and communicating a positive image of SPE and plastics in general.

**Tone of photos**
Pictures used by SPE and it's divisions:
 • Have clear and crisp colors
 • Small depth of field for compelling focus on subject
 • Original when practicable, otherwise high-quality stock
 • Tells story by showing positive human impact
 • Show end products in unique and interesting ways
 • Feel natural, not staged

Pictures used by SPE are not:
 • Poor quality, dark, blurry, flat
 • Contrived and overly used stock images
 • Blend with color scheme

**Exceptions**
The photography guidelines above are for branding and promotion and does not include "new" photos documenting events, awards, and groups. We do, however, encourage you to capture the highest possible quality photos of these as you can as they are important for projecting a professional image0

**Commissioning photographers**
Every photograph you buy will have copyright and usage conditions associated with it. When buying or commissioning photography make sure you understand the agreed terms and conditions of the photographer. You should negotiate a complete buy out with the photographer, giving exclusive usage rights for an indefinite period of time. When commissioning images, please consider that they may be used further by SPE.

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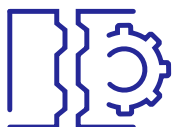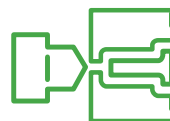
# Icons

Support icons can be used throughout all activity to help communicate your messaging.

Many SPE specific icons have already been created and can be requested from SPE's graphics department.

New icons must convey the message clearly and match SPE's signature icon style which is rendered in a simple thin "broken line" style.

When reproducing icons using SPE Green or a darker green variation are preferred but SPE Grey and colors from SPE's secondary color palette can be used when deemed appropriate.

Tints can be used within these icons however gradated colors should not be used.

# Website

This is SPE's website, aimed at a wide range of users including members, potential members, industry leaders, and researchers enabling them to obtain the information they require about SPE with ease.

All affiliated websites for geographical sections and technical divisions must reflect a similar clean, uncluttered, and high-quality look and feel that reflects SPE's new branding.

# Corporate stationery

Our stationery has been designed to give a professional and clean look to all our written communications.

This stationary reflects the design character of the new branding: restrained, balanced with consistent use of the main colors.

# Branding applied

These example demonstrate SPE's branding guidelines applied to ads and a trade show display. Greens are predominant, Brandon Grotesque is used for the headline and the shield is deployed as a background device to visually tie the elements together.

Please note, however, that these guidelines should not be interpreted as a creative straitjacket. When appropriate, the designer can break away from Brandon Grotesque to express the "spirit" of the communication.

For the exercise below, Brandon Grotesque does not express "technology" nor does it visually voice the concept of a creative "mold breaker." As the designer's instincts deem appropriate, "expressive" fonts can be used within SPE's branding guidelines to more effectively communicate the message.

# Promotional items

All promotional items should be designed to give a professional, clean look. As SPE Green is our brands most basic identifier, we recommend choosing items where this green (or as close to it as possible) is the predominant color. If that is not possible, use white with SPE Green print or gray with white print.