



SIOR BRAND GUIDELINES

FOR CHAPTERS

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Horizontal Standard Sample



Usage

All Chapter communications materials (fliers, social media invites, newsletters, event announcements, etc.) must only use the approved Chapter logos and must explicitly state that the event or promotion is organized by the Chapter, not SIOR Global. Use of the standard SIOR logo or shield is not permitted.

Trademark

The SIOR logo has received a legal trademark, so all Chapter logos have been updated to reflect the trademark. This means that consistent and correct usage of the logo enables us to maintain our trademark certification. Misuse may result in a loss of this certification.

Collection

A collection of SIOR logos is available at www.sior.com/chapterlogos (*MySIOR login required.*) Only authorized logos may be used -- no facsimiles are permitted.

Each collection consists of 4 files:

- Horizontal Standard JPG
- Vertical Standard JPG
- All Horizontal EPS
- All Vertical EPS

Each EPS file has 4 logo variations:

- On-Dark (standard shield, white text)
- Standard
- Black
- White (white shield, white text)

Orientation

Our logo is flexible and can be used in both horizontal and vertical layouts. The horizontal logo is our preferred version, but ultimately the version that fits the space better should be used.

Vertical Standard Sample



Sample of Incorrect Event Graphic



Sample of Correct Event Graphic



Using SIOR Logo and Society Name

For promotions of Chapter events or Chapter awards, all communications must use full Chapter name and/or Chapter logo, not SIOR Global. See examples to the left.

Sample of Incorrect Award Promotion



Congrats to John Smith, SIOR for being awarded the @SIORglobal Broker of the Year for Industrial and Investment.

Sample of Correct Award Promotion



Congrats to John Smith, SIOR for being awarded the @SIORWisconsin Broker of the Year for Industrial and Investment.

01. THE LOGO Single Color



Single Color Versions

Both logo versions have a single-color version as well. This version can be used when printing one-color documents or when placing the design on backgrounds that might not work with the full-color version, like a photograph.





On-Color Versions

In some cases, our logo can be placed on a background with color. In these cases, use the reversed "on color" logo, which keeps the full-color mark but changes the type to white.

The background color should be dark enough in contrast to clearly see the mark. **Use on-brand colors for your background and marketing materials. See Section 02 Colors on pages 7-9.**

01. THE LOGO Clear Space



Clear Space

When placing our logo in a document, it is important to leave the correct amount of space around the logo in order to maintain legibility. The clear spaces are measured off of elements of the logo so they will change size along with the logo.

For the horizontal version, leave a minimum space around the logo equal to half the height of the mark (X). For the vertical version leave a minimum space around the logo equal to the height of the logo text (Y).

The horizontal version is the preferred version to be used, however the vertical can be used when space does not allow for the horizontal.

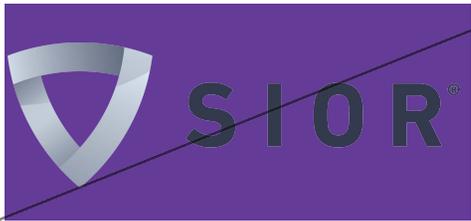
01. THE LOGO Logo Don'ts



Do not use an old, non-trademarked version



Do not add additional effects to the logo



Do not place the logo on off-brand or low-contrast colors



Do not alter the proportions of the logo



Do not put the logo over a patterned background



Do not substitute fonts in the logo



Do not add Chapter name to any part of the logo. Only use official Chapter Logos provided by HQ



Do not alter the colors of the logo

02. COLORS Primary Color Palette

Primary Colors

These three colors should be used on most materials. The width of the color bar demonstrates how prominent the color is in our brand.

CMYK
83, 73, 46, 41

RGB
48, 56, 77

HEX:
#30384D

PMS Solid Coated:
432C

PMS Solid Uncoated:
5463U

Navy

CMYK
75, 60, 40, 20

RGB
74, 89, 110

HEX:
#4B596D

PMS Solid Coated:
7545C

PMS Solid Uncoated:
7694U

Cobalt

CMYK
15, 7, 3, 0

RGB
212, 224, 235

HEX:
#D5E0EA

PMS Solid Coated:
649C

PMS Solid Uncoated:
650U

Silver

Secondary Colors

An extended range of grays and blues to increase the versatility of the brand. These colors should be used sparingly.

CMYK 85, 75, 55, 70	CMYK 51, 31, 30, 1	CMYK 27, 14, 12, 0	CMYK 11, 4, 2, 0	CMYK 6, 2, 1, 0
RGB 21, 27, 40	RGB 134, 156, 165	RGB 185, 201, 211	RGB 222, 232, 242	RGB 235, 242, 247
HEX: #141A28	HEX: #869CA4	HEX: #B9C9D3	HEX: #DEE8F1	HEX: #ECF2F7
PMS Solid Coated: 7547C	PMS Solid Coated: 443C	PMS Solid Coated: 5445C	PMS Solid Coated: 656C	PMS Solid Coated: 649C
PMS Solid Uncoated: 5395U	PMS Solid Uncoated: 443U	PMS Solid Uncoated: 537U	PMS Solid Uncoated: 656U	PMS Solid Uncoated: 649U
CMYK 87, 65, 13, 1	CMYK 77, 49, 1, 0	CMYK 60, 29, 0, 0	CMYK 44, 11, 0, 0	CMYK 28, 7, 0, 0
RGB 51, 97, 156	RGB 66, 120, 186	RGB 100, 156, 212	RGB 130, 196, 247	RGB 173, 214, 255
HEX: #33619C	HEX: #4379BA	HEX: #659CD3	HEX: #88C2E9	HEX: #B2D4F0
PMS Solid Coated: 7684C	PMS Solid Coated: 660C	PMS Solid Coated: 549C	PMS Solid Coated: 2905C	PMS Solid Coated: 290C
PMS Solid Uncoated: 287U	PMS Solid Uncoated: 7690U	PMS Solid Uncoated: 542U	PMS Solid Uncoated: 2905U	PMS Solid Uncoated: 658U

02. COLORS Tertiary Color Palette

<p>CMYK 39, 0, 26, 0</p> <p>RGB 153, 217, 201</p> <p>HEX: #9AD5C7</p> <p>PMS Solid Coated: 565C</p> <p>PMS Solid Uncoated: 565U</p>	<p>CMYK 10, 8, 33, 0</p> <p>RGB 229, 222, 181</p> <p>HEX: #E5DEB5</p> <p>PMS Solid Coated: 7506C</p> <p>PMS Solid Uncoated: 7500U</p>	<p>CMYK 18, 19, 2, 0</p> <p>RGB 204, 199, 224</p> <p>HEX: #CCC7DF</p> <p>PMS Solid Coated 524C</p> <p>PMS Solid Uncoated 7450U</p>
<p>CMYK 83, 33, 67, 17</p> <p>RGB 41, 117, 97</p> <p>HEX: #297561</p> <p>PMS Solid Coated 555C</p> <p>PMS Solid Uncoated 341U</p>	<p>CMYK 10, 19, 71, 0</p> <p>RGB 232, 199, 102</p> <p>HEX: #E8C666</p> <p>PMS Solid Coated 459C</p> <p>PMS Solid Uncoated 610U</p>	<p>CMYK 88, 94, 0, 0</p> <p>RGB 71, 54, 150</p> <p>HEX: #473996</p> <p>PMS Solid Coated 7672C</p> <p>PMS Solid Uncoated Dark Blue U</p>

Tertiary Colors

These additional colors are meant to be used in charts and graphs only; they should not be used for other purposes.

03. DESIGN MATERIALS Chapter Marketing Templates

Newsletter



Directory Cover Page



Templates

Templates are available for Chapter marketing materials (newsletter, directory, postcards, etc.) at <https://www.sior.com/chapter/chapter-resources>

Colors and logo usage must follow brand guidelines.

See examples to the left.

Calendar of Events



Sponsorship Flier





Logo Usage

All Chapter communications materials (fliers, social media invites, newsletters, event announcements, etc.) must only use the approved Chapter logos. Use of the standard SIOR logo or shield is not permitted.

