SIOR® | SOCIETY OF INDUSTRIAL AND OFFICE REALTORS®

BRAND GUIDELINES

Table of Contents

01. The Logo

02. Colors

03. Chapters

HORIZONTAL

VERTICAL

Logo Orientation

Our logo is a key aspect of the brand, and consistent use of our logo creates a connection between our brand and the people viewing it.

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.

Our logo has also received a legal 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.

Logo Mark

The SIOR shield can be used on its own to represent the brand in places where very little space is available, such as on social media. Note that the shield also has a registered trademark.

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 background 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.

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.

Do not use an old, non-trademarked version

Do not put the logo over a patterned background

Do not add additional effects to the logo

Do not substitute fonts in the logo

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

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

Do not alter the proportions of the logo

Do not alter the colors of the logo

6

Brand Colors

These six colors should be used on SIOR materials.
Please note RGB colors for web materials and CMYK
colors for print products.

CMYK : 25/0/0/95 RGB: 26/36/41 HEX: #1A2429	CMYK : 86/9/0/0 RGB: 0/169/230 HEX: #00A9E6	CMYK : 67/6/6/0 RGB: 50/184/223 HEX: #32B8DF
CMYK : 0/74/95/0 RGB: 242/103/41 HEX: #F26729	CMYK : 91/53/0/0 RGB: 0/112/185 HEX: #0070B9	CMYK : 0/0/0/60 RGB: 128/130/133 HEX: #808285

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

SIOR Regional Event Planning Committee:

Chris Caulum, SIOR, CCIM | Oakbrook Corporation
Barry Chavin, SIOR | NAI MLG Commercial
Jeff Hoffman, SIOR, CCIM | Cushman & Wakefield | Boerke
Norm Khoury, SIOR, CCIM | Colliers International | Cincinnati
Adam Matson, SIOR | NAI MLG Commercial
Terrance McMahon, SIOR | Cushman & Wakefield | Boerke
William Quinlivan, SIOR, CRE | Colliers International | Wisconsin
Chad Vande Zande, SIOR| Cushman & Wakefield | Boerke

On behalf of SIOR-WI and the SIOR Regional Event Planning Committee, we hope you enjoyed this event and the City of Milwaukee. We ask that you share feedback on the event survey emailed to you or by contacting Davis at davis@carw.com

Thank you for coming!

Logo Usage in Chapter Communication

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.

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.