# SME Logo Standards

**SMe** Society of
Manufacturing
Engineers

# *Philosophy*

The value of SME's business logo cannot be measured.

As a recognized symbol, our logo is an integral part of our corporate identity. This identity provides the basics for the recognition and the credibility needed for SME to succeed in a competitive world.

The SME logo is a recognized symbol that is strongly identified in the manufacturing community. Over the years, it has come to represent excellence in workforce career development, publishing, expositions, and conferences.

It is critical that our entire organization (inlucing other customers in the manufacturing community) be able to identify SME products and services through the prominent and consistent appearance of our logo. This is also true of other trademarks and copyrights of SME.

Legal protection of the SME logo and other trademarks allows the Society to control the usage of the logos. This allows SME to prevent other companies and societies from misusing the logos. It is critical that the logos be consistent in their appearance and use. This is significant not only for legal reasons, but also because the logos should be considered important company assets.

To preserve our legal rights and strong position in the marketplace, the following guidelines and examples are provided. Because the SME logo and trademarks are prized possessions, it is expected that they be presented in a consistent, professional, and recognizable manner.

# Introduction

The SME logo and SME trademarks are considered valuable assets and require protection. The SME logo should be viewed by those using it as a corporate signature, not an element of design.

As such, changes to this document can only be authorized by the SME Logo Committee or the SME Executive Director.

The purpose of this guide is to define procedures for the proper use of the SME logo and other trademarks. The following sections illustrate approved design criteria and proper use of the SME logo and general typographical style where appropriate. SME staff must use the logo and trademarks properly while striving to produce a visually appealing SME product or marketing document. There is and always will be a need for sound judgement on the part of administrators, graphics personnel, and other SME staff to ensure proper balance, placement, and content in relation to functional design requirements; however, strict adherence to policies established in the style guide is mandatory. All questions should be directed to the Logo Committee.

# Logo Policy

## Authorized Usage

SME logos and trademarks can be used only in the execution of official SME business and communication. Use of the SME logo or other registered trademarks by those other than staff, officers, or duly appointed agents of SME, requires written permission of the SME Logo Committee or the SME Executive Director. (Reference SME Bylaws.)

## Membership Documents

Article 49, Section 1 of the SME Bylaws states: "The right to use the Society emblem shall not be granted to any but members and then only for Society purposes. Members may, identify themselves as 'SME Member' on letterhead, business cards, and on other business-related material. The Society emblem, which might be construed to imply SME endorsement, may not be used on any of this business related material."

All membership documents will display the SME logo and identifying typography (wherever possible) according to guidelines as presented in this Logo Style Guide.

## New Logos and Trademarks

Creation of new logos or trademarks must be approved by the SME Logo Committee and the SME Executive Director. Once approved, the sponsoring department manager must take appropriate action to legally register the logo/trademark.

### *Changes to Existing Logos*
No SME logo or trademark should be used in any form or format other than that defined in this style guide, nor shall the SME logo be altered or modified in any way, without proper written permission. The SME acronym or logo will not be used as an abbreviation for other slogans, products, or event names. A second word or acronym will not be attached to the SME logo.

### *New Standard Documents*
Creation of new stationery, press release forms, business cards, and membership forms (which must use the SME logo and are of a different design) should be approved by the Manager of Graphic Services or the Executive Director.

### *Compliance*
The Logo Committee is responsible for ensuring compliance with the policies and procedures set forth in this manual. However, each originating department must take responsibility for correct logo usage (following the guidelines set forth in this document) on their materials.

### *Department/Divisional Responsibilities*
It is the responsibility of the originator (administrator/writer/editor) and appropriate department manager/division director to assure that (1) all materials conform to policies as set forth in this document and (2) all materials containing variations on the SME logo or trademarks are reviewed and approved by the Logo Committee.

### *Authorization*
Materials not in full compliance with policies defined in this guide may not be released for print or distribution, at the discretion of the Logo Committee.

### *Internal SME Documents*
Logo and trademark usage on standard internal SME documents and files need only to be approved once. These standard documents include, but are not limited to, the following: web use, purchase orders, invoices, agendas, annual and semiannual reports, minutes, internal newsletters, and other internal office forms. It is the responsibility of the originating manager to obtain initial approval and to ensure subsequent proper logo usage on these internal documents.

### *Outside Vender & Printers*
Materials developed by suppliers outside of the Society must be logo compliant. The originating manager is responsible for ensuring logo compliance.

### *Product Endorsement*
Use of the SME logo or other trademarks by commercial entities for the purposes of express or implied product endorsement is strictly prohibited, unless approved in writing by the SME Executive Director (Reference SME Bylaws).

# *Logo Specifications*

### *Logo and Typography*
Every product, marketing document, or other communications vehicle of the Society (or related association or group) will be identified and labeled clearly and appropriately as a product of SME. It is intended that SME, as a parent organization, receive maximum exposure through proper logo and trademark usage. Therefore, an official SME logo will be displayed prominently on all products and communications vehicles as defined in this style guide. To maximize the link between logo and Society name, the SME logo should be used with the identifying typography wherever possible. No new typography should be added to any SME logo, nor may the existing typography be altered in position, font, or size.

For details on logo use in specific media, see specific listings under *Logo Usage*.

Note that accompanying typography placement has been updated. In order to establish a more consistent image, the accompanying typography can only appear stacked in 3 lines (or 4, if the website version is used) to the right of the logo or in one line (or 2 if the website is used) centered underneath the logo. No other placement of the typography is permitted.

Address should not appear as part of the logo. Address must be a "letter height" away from logo (letter height refers to the height of a capital letter used in the typography).

All text should be at least the height of the text away from the logotype.

### *Type Style*

Identifying typography that accompanies the SME logo is Helvetica. Every attempt should be made to use a logo that contains the required typography. Logos containing approved typography will be made available. Typography should remain proportional to the logo at all sizes.

### *Stand-alone Logos*

In some instances, it is appropriate to use the SME logo in stand-alone format (without identifying typography). However, it is strongly suggested to use the logo with accompanying typography whenever possible.

## Registration Symbol

The SME logo will always carry the appropriate registration symbol. Size of the registration symbol must remain proportional to the logotype.

## Official Colors-SME Logo

Current official colors (and combinations of colors) are:

- Black (all elements appear in black)
- PMS 294 (all elements appear in PMS 294 blue)
- Reversed out in white (from a dark background)
- PMS 8004Metallic Pewter (PMS 8004 pewter)

Note: background colors should not show through inside of logo (see below). In cases where the SME logo is reversed,

### Logo Size
Note: all logo measurements in this document refer to the height of the SME logotype.

The SME logo should be presented at a minimum height of 1/2". Smaller sizes are not legible.

If the logo is scaled, it must be scaled proportionately both horizontally and vertically. Also, note that the size ratio and position of the registration mark and accompanying typography cannot be altered.

### Geometry
The logo should not appear in a geometric form (rectangles, circles, etc.).

### Use of Multiple Logos
In certain cases, it is appropriate and necessary to present the SME logo in combination with other logos and/or trademarks.

When the SME logo is used in combination with another SME-related logo or trademark, the SME logo should be presented to the left (or above). The secondary identifier will be positioned to the right (or below). The SME logo should be presented with a larger vertical dimension. Also see *Technical Association Logos* for further direction.

When using the SME logo with non-SME logos or trademarks, the SME logo should appear to the left of (or above) the other logo (unless specified otherwise by contract).

When combining the SME logo with non-SME logos or trademarks, care should be taken to properly phrase all copy to be in accordance with specific joint-venture agreements and/or current policies.

*Technical Association Logos*

Association logos can be used in the formats shown below. The text included within these logos should not be changed, as it is part of the logo. Many SME product trademarks and association logos are specified in a particular color, and whenever possible, those particular colors should be used.

Association logos have specific colors assigned. Association logos contain the SME logotype as part of the association logo; the SME logotype within an association logo may appear in that association color (the entire association logo is one color). The smaller SME logo attached to the Association acronym may be either open or solid, depending on how a particular Association logo was designed.

We are currently suggesting all association logos only appear in black, PMS 294 (blue), or reversed out in white (from a dark background). Each association logo was designed in a unique color, those colors were:

AFFT - PMS 2935
AFP - Reflex Blue
CASA - PMS 357
CMA - PMS 215
EM - PMS 116
MTA - PMS 308
MVA - Pantone Violet
NAMRI - PMS Reflex Blue
PMMA - PMS 5763
RPA - PMS 220
RI - PMS 200

When the name of an Association is used as an acronym, the name appears as, for example, AFFT/SME. The "/SME" is used with the Association within text, but does not have to be used when the Association acronym appears in a form, list, application, etc., and the medium is obviously a SME piece.

The Association logo can also be dominant over a separate SME logo on Association materials. If the SME logo is already in use on the piece, the Association logo that contains the SME logo to the left does not have to be used, the Association logo (by itself) can be used (such as the AFFT logo at right).

# *Logo Usage*

### *Standard SME Stationery*
SME stationery (8-1/2 x 11 inches) includes an open SME logo in the upper left corner. The logo and the Society name, address, telephone, fax number, and website address are printed in one color- Reflex Blue or Black.

Association or product logos may be added to standard SME stationery. Secondary logos must appear in the upper right corner, above the rule, and must appear smaller in size as compared to the SME logo. Secondary logos may be printed in the preferred color of the association or product. However, the SME logo, name, address, and telephone numbers, should be printed in Reflex Blue.

### *Chapter Letterhead*
Chapter stationery will take the form of standard SME stationery. The chapter number will appear in the upper right-hand corner, above the rule, with descriptive copy below the rule. Address information, which appears at the foot of the standard SME letterhead, may be appropriately modified for use by SME chapters.

### *Special Letterhead*
Special letterheads may be used in situations that require unusual identifying elements, such as letterheads for co-sponsored events. All special letterheads must follow the guidelines presented in this document.

### *Envelopes*
Envelopes should contain an SME logo as well as the Society's return address.

### *External Websites*
Use of the SME logo on SME websites must adhere to these standards. There is value in having the SME logo appear on the internet; however, the use must be monitored to ensure adherence to SME logo standards.

Should an external organization request to put the SME logo on their website, it should be either a website promoting an SME event or be a reference link to SME's website. In no case should the logo appear on a website in such a manner that a casual viewer may interpret the presence of the SME logo as an endorsement of an external company, event, or product.

Web sites that wish to link to SME's web site or display information on SME or its products must submit, in advance, copy and/or graphics to the SME web manager for review. The website should clearly state (if applicable) that there is no association between SME and the owner of the website.

When appropriate, all references must contain the SME logo with symbol, words and registration mark. All product logos must contain the registration mark if applicable.

All references to SME products must clearly be identified as SME products (e.g., SME's TMEH Series).

The SME logo should not appear on websites belonging to companies, show promoters, publications or societies which are competitors of SME.

Every SME logo used on a website should be hyperlinked back to the SME website. SME reserves the right to demand retraction or refuse the right to use the logo.

### *Brochures*
The SME logo and appropriate identifying typography should appear on all brochures.

The lead page of all brochures should present the SME logo with appropriate identifying typography.

All ordering coupons which appear in brochures (or other marketing materials) should present the SME logo.

### *General Publications*
An SME logo and identifying typography should appear on the front cover of every publication published solely by SME.

An SME logo should appear on all coupons or order forms for SME products appearing within SME-published books, directories, magazines, or newsletters.

Where a second logo appears with the SME logo on a publication, the SME logo should appear to the left or above the other logo unless specified by contract with a co-sponsoring group.

### *Reports*
All internal reports should present the SME logo and identifying typography on the cover as defined in the Policy section of this guide.

### *Signs*
Signage should use standard SME logo presentation as defined in the Policy section of this guide. Wherever possible use the SME logo with identifying typography.

The SME logo and the logo of a sponsoring group(s), if any, should appear on directional signs used at an exposition, conference, or other event. Wherever possible, use the SME logo with identifying typography.

### Banners

The SME logo and the logo of a sponsoring group(s) (if any), should appear on all banners used in an exposition, conference, or other event. Wherever possible, use the SME logo with identifying typography.

### Booths

The SME logo should be prominently displayed in every SME booth. It should be located near an identifying sign spelling out the Society name. The Association logos may appear in the booth to promote the Association as the sponsor of the allied conference. The Association logo should appear in a smaller size than the SME logo.

### Podiums

The SME logo and the logo of the sponsoring group (if any), should appear on all podiums at conferences, clinics, seminars, or other events. Wherever possible, use the SME logo with identifying typography.

### Badges

All badges should use the SME logo according to standards defined in the Policy section of this guide, unless a contract exists stating otherwise. If possible, the SME logo should appear at the top left of such documents. Secondary logos should be presented under or to the right of the SME logo. In no case will secondary logos appear larger than the SME logo.

### Certificates

The SME logo should appear on every certificate. Accompanying typography should be used whenever possible. Certificates may also include the gold seal of the Society.

### Newspaper Ads

SME and official co-sponsor logos need to be on all newspaper ads (it is not necessary to include media partners, SME associations, etc.). This does not apply to help wanted ads placed by HR.

### Radio

Radio spots should include sponsor names (SME or official co-sponsor).  At the minimum, the acronym "SME" should be used.

### Television/Video

On film there should be verbal mention of sponsors when possible. However, the SME logo and official co-sponsor logos should appear visually.

### Banner Ads

No sponsor logos with ad linking/clicking through to a SME event site should be used in banner ads. (Note:  there may be exceptions, for example FABTECH, which will include both SME and FMA logos).