

# SPS Branding

Revised April 2014

## SPS Logos



SPS Logo

SPS Logo with horizontal word mark



SPS Logo with stacked word mark



SPS/Sigma Pi Sigma combined logo



## Usage

A few hard-and-fast rules apply in all design situations.

- Never integrate a logo into a line of text
- Never use with other graphic elements
- Never use with other organizations names unless approved by the SPS national office
- Never enclose within a box or circle
- Never re-space any elements of the logo

## SPS Fonts

Myriad Pro family for headlines

Minion Pro family for text.

## SPS Blue



RGB

*Color formula for computer monitors and most standard software*

R=0

G=154

B=199

Hex: # 009AC7

*Color formula for web design/online uses*

PMS 313

*Pantone Matching System (PMS) for professional printing*

CMYK:

*Color formula for 4-color process "build" for professional printing*

C=78

M=23

Y=10

K=0

## SPS Colors



Hex: #009AC7

RGB: 0, 154, 199

CMYK: 78, 23, 10, 0



Hex: #7E3F98

RGB: 112, 51, 136

CMYK: 60, 90, 0, 0



Hex: #EB593A

RGB: 235, 89, 58

CMYK: 0, 73, 82, 0



Hex: #8CBD3F

RGB: 140, 189, 63

CMYK: 51, 5, 100, 0



Hex: #C99300

RGB: 201, 147, 0

CMYK: 26, 42, 100,