

**Society**  
for **Scholarly**  
**Publishing**

## VISUAL IDENTITY GUIDELINES



The Society for Scholarly Publishing (SSP), founded in 1978, is a nonprofit organization formed to promote and advance communication among all sectors of the scholarly publication community through networking, information dissemination, and facilitation of new developments in the field.

#### **Mission**

To advance scholarly publishing and communication, and the professional development of its members through education, collaboration, and networking.

#### **Vision**

SSP will be recognized by members and the global publishing community as the first place to turn for information and dialogue on current and emerging issues in scholarly communication.

#### **Goal Statement**

SSP is the community for everyone engaged in scholarly publishing, an organization where they find forward-thinking programs, important dialogues about the evolving scholarly system, and partners to share their expertise and progress.



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## THE LOGO

The logo positions SSP as the authority and resource to the profession, leaders and public at large. It creates a unique logo that is professional, modern and appeals to a global audience. The brand differentiates SSP from competitors and is adaptable for all media use.



## LOGO VARIATIONS

The color logo is the preferred and primary logo. The logo should be used on a white background whenever possible. When the logo is reversed, it can only be used on a dark background. The background must be dark enough to provide contrast to the colors of the logo.

### Primary Usage

### Alternate Usage

### Alternate Usage

Color



Grayscale

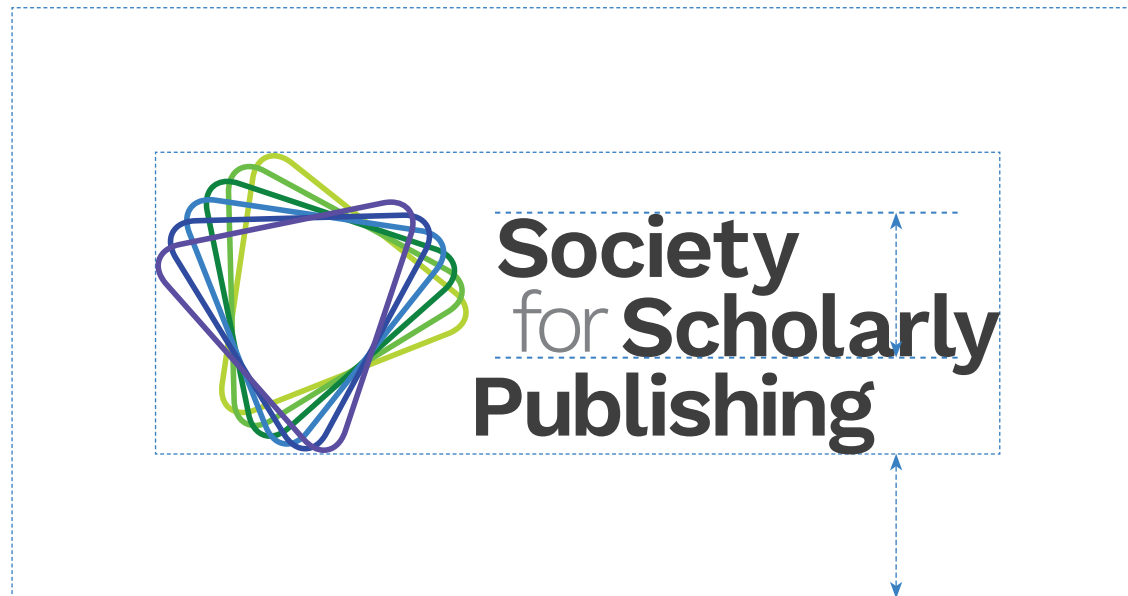


Black & White



## MINIMUM SPACE AROUND THE LOGO

The logo should always be placed in a prominent position so it appears clearly and distinctly. The logo should appear on all SSP materials, both printed and electronic. There should always be enough space around the logo to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the logo and cannot be altered. The minimum space around the logo should at least be equivalent to the height of the first two lines of logo type (see illustration). If possible, more space should be allowed around the logo.



minimum allowable width = 1"



minimum allowable width = 1.5"



minimum allowable width = .3125"

Clearance around the logo should be greater than or equal to the height of the first two lines of logo type.

## INCORRECT USE OF THE LOGO

Always use approved artwork. Whenever possible, use the EPS file format for best results. The JPG format can be used for print (must be at 300 dpi) web, Power Point and Word. The PNG format can be used for Power Point, Word and web. The PNG format also has a transparent background as well as the EPS. For your guidance, some typical examples of incorrect use of the logo are illustrated here. The examples below contain errors in the letterforms, colors and formats. The mark without the typography should not be used by itself unless used as an abstract design element.

Do not stretch the logo



Do not use other colors



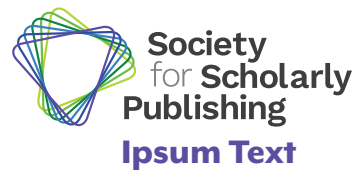
Do not italicize the logo



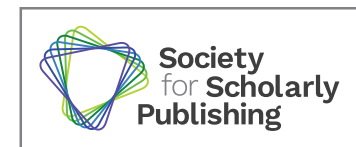
Do not substitute the typeface



Do not violate the clear zone



Do not enclose the logo in a shape



Do not use 3D effects or shadows



Do not alter the logo proportions



Do not outline the logo







## COLOR SPECIFICATIONS

Please don't approximate colors. Use the proper specifications. Don't introduce new colors without the approval of SSP.

Be aware of the effects of substrates and production processes on colors and also how colors work on monitors. CMYK and RGB colors are not directly interchangeable; please use the color specifications included in this document.









Four color process (CMYK) builds are recommended for most printing applications.

Sometimes, due to production and material constraints, colors won't match precisely. Nevertheless, please ensure that your supplier is aware that as close a match as possible is required. If in doubt, please contact SSP.




## USING THE COLORS

Be aware of how the logo and colors display across different operating systems. If in doubt, please contact SSP.

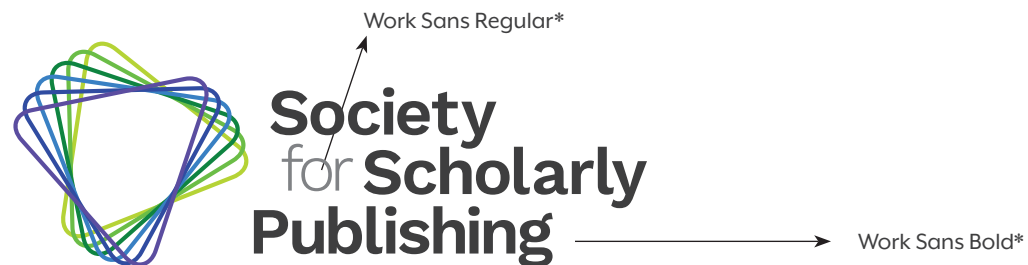
### Logo Colors

	C=34 M=0 Y=99 K=0 R=168 G=255 B=3 HEX: #B4D336 PMS: 383
	C=62 M=0 Y=99 K=0 R=97 G=255 B=3 HEX: #6BBD47 PMS: 362
	C=87 M=24 Y=100 K=10 R=30 G=174 B=0 HEX: #0F8442 PMS: 3425
	C=77 M=43 Y=0 K=0 R=59 G=145 B=255 HEX: #3681C3 PMS: 285
	C=91 M=81 Y=0 K=0 R=23 G=48 B=255 HEX: #344DA1 PMS: 2747
	C=76 M=81 Y=0 K=0 R=61 G=48 B=255 HEX: #5C4EA1 PMS: 268
	C=0 M=0 Y=0 K=90 R=25 G=25 B=25 HEX: #404041 PMS: Pantone Black
	C=0 M=0 Y=0 K=60 R=128 G=130 B=133 HEX: #818285 PMS: Warm Gray 11

### Available Secondary Colors

		
C=24 M=100 Y=70 K=16 R=166 G=29 B=62 HEX: #A71C3F	C=2 M=54 Y=100 K=0 R=241 G=140 B=33 HEX: #F28B1F	C=0 M=18 Y=100 K=0 R=255 G=201 B=1 HEX: #FFCE0

## LOGO FONT



### Work Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789**

### Work Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

\*The logo font is not to be used for body text, subheads or headlines.



## PRIMARY TYPOGRAPHY

**Mr Eaves XL Mod OT** is the typeface for all SSP applications. This is the primary sans serif typeface to be used.

mno123

*abcdefghijklmnopqrstuvwxyz*

**A B C D E F**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) +



## ALTERNATE TYPOGRAPHY

**Arial** is the typeface for all SSP applications when Mr Eaves is not available.

mno123  
*abcdefghijklmnopqrstuvwxyz*

**Arial**, sometimes marketed or displayed in software as Arial MT, is a sans-serif typeface and set of computer fonts. Fonts from the Arial family are packaged with all versions of Microsoft Windows from Windows 3.1 onwards, some other Microsoft software applications, Apple Mac OS X and many PostScript 3 computer printers. The typeface was designed in 1982 by a 10-person team, led by Robin Nicholas and Patricia Saunders, for Monotype Typography.

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()+



## ALTERNATE SERIF TYPOGRAPHY

**Adobe Caslon** is the typeface for all serif SSP applications. This is the only serif typeface to be used.

mno123

*abcdefghijklmnopqrstuvwxyz*

ABCDEF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()+



# Formating Example: Hierarchies of Information

Lorem at vomsequat, illum et iusto odio digsigm qui blandit et iusto eronylar at ille pellit sensor luptae nosotros annos interlingua perfectos lorem.

## Nosotros annos perfector dignisum

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“Lorem at vomsequat, illum et iusto odio dig sigm qui blandit et iusto eronylar at ille pellit sensor luptae nosotros annos interlingua perf ectos lorem. Sigm qui blandit et iusto eron ylar at ille pellit blandit et iusto eron ylar at ille pellit sensor luptae nos otros annos interlingua perf lorem.”

## TYPOGRAPHY: DO'S AND DON'TS

### Keep it simple.

Always use the approved fonts.

Think about hierarchies of information (headings, subheadings, tabular matter, captions) and then apply the approved weights of type.

Try to keep everything flush left.

Never use justified type in body content. See example at left.

Avoid hyphenation and widows (short single words occupying one line of body copy).

Use capital letters judiciously. A LOT OF CAPITAL WORDS are always far more difficult to read.

Keep it clean. Appropriate use of the white space increases legibility and lets the messaging stand out.

Please do not create your own templates or modify existing ones. If your needs aren't met by the current templates, contact SSP.

## SSP VISUAL IMAGERY

### Photos:

- When possible, use photos of actual SSP members, providing that is what the subject matter allows. Select quality images that feature an interesting composition or crop.
- Be mindful of presenting diverse subjects.
- When using stock photography, select images that reflect the membership.
- When selecting images of people, choose photos that show people in real-life situations.





## SSP VISUAL IMAGERY

### Photos

- Photos should have personality, look natural and relaxed. Avoid showing situations that are "posed."
- Creative cropping and close-ups are encouraged as a more effective way to show emotion/passion.
- Never stretch or distort a photo when resizing. It is important to maintain its original aspect ratio.

### Photo Treatments:

If color overlays or treatments are incorporated into photographs, use colors selected from the approved brand palette.

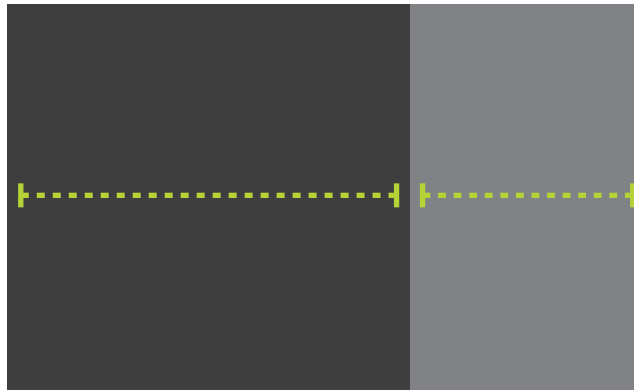


## PAGE LAYOUT

### Golden Ratio

Closely related to the Fibonacci Sequence (which you may remember from either your school mathematics lessons or Dan Brown's novel *The Da Vinci Code*), the Golden Ratio describes the perfectly symmetrical relationship between two proportions.

**Approximately equal to a 1:1.61 ratio**, the Golden Ratio can be illustrated using a Golden Rectangle: a large rectangle consisting of a square and a smaller rectangle.



When possible, this ratio can be used for page layout as seen on this sample page to the right.



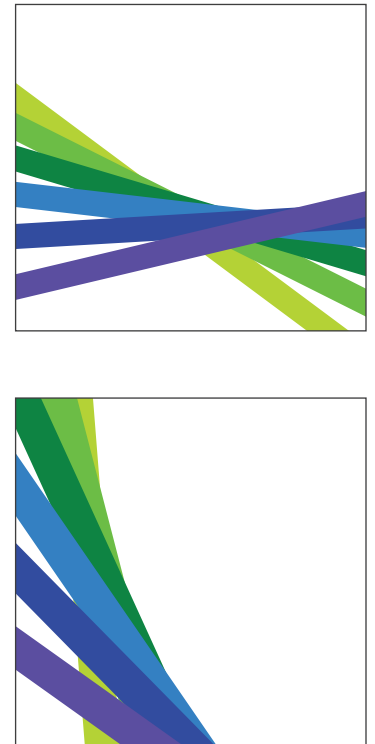
## PAGE LAYOUT

- Be sure to leave enough margin around the edge of the page.
- Use proper photo types and colors
- Font size for body copy should be in a range of 9 to 12 points.
- Leading on text should be at least 2 points more than font size.
- Footer text can be smaller than 9 point, just make sure it's legible.



## ABSTRACT ILLUSTRATION

When design calls for an abstract or illustration-style image, the shape and colors of the logo icon can be used. When sizing and cropping, flexibility is allowed. The designer should take care to create an interesting composition that fits the functionality of the specific design piece.





## SUB BRAND LOGOS

Sub-brand logos can be created for approved SSP programs and event categories. The sub-brand logos use the acronym version of the logo with a charcoal vertical rule separating the sub-brand text, which should always appear to the right of the logo. The sub-brand text is Mr Eaves Mod XL OT in all capital letters. Longer text should be split into two lines, stacked, and aligned to the left. Shorter text should be presented on a single line. Educational session titles should not be incorporated into sub-brand logos. Color of sub-brand text should match the defined color assigned to the specific program type. New sub-brand requests should be sent to the Executive Director for approval and design.

Light Green	Publications (RE:member, white papers, annual reports, etc.)
Middle Green	TBD
Dark Green	Community Engagement Activities (Regional Event, Peer Networking, MeetUps)
Light Blue	Professional Development Programs (Fellowship, Mentorship, ECP)
Dark Blue	Sponsors Badges, Fundraising Programs
Purple	Educational/Training Events
Charcoal	TBD
Gray	Member Badges





## SUB BRAND EMAIL HEADER

RE:member is SSP's weekly eNews digest. Emailed to SSP members each Thursday, the newsletter contains curated news content as well as the latest information from SSP, upcoming events and member news and updates. The header image is provided in two formats to accommodate a responsive email template.





## SUB BRAND ANNUAL MEETING LOGO

- Two layout options
- Consistent with other branded products
- Colors can change to give each event a more unique look. Color selection from primary brand colors is recommended.



## BADGES

Badges can be used by SSP members or sponsors to indicate their support for affiliation with SSP. Badges are available for organizational members, including both supporting and sustaining level and sponsors for various SSP programs and events. Member badges are gray and sponsor badges are dark blue and both use the acronym version of the logo. Sponsor badges can be customized for each program/event. Sponsorship badge customized text should be displayed in Mr Eaves Mod XL OT, all capitals letters and should appear below the badge outline. No other use of the SSP logo is permitted by members or third-parties without explicit permission.

