Visual Standards

JUNE 2020
Every organization presents itself to the community in many dimensions and venues. Individuals may encounter the SNMA on chapter/regional/national websites, at fundraising or social events, on apparel, on social media, at exhibits, in promotional booklets, or any number of other ways. Individuals will form an impression of the SNMA based on reactions to these encounters. Therefore, the well-controlled use of coordinated communications and imagery are key to presenting the public with an accurate, appropriate, and favorable depiction of the SNMA in its totality.

The SNMA Visual Standards Guide is a tool for anyone in the national organization designing or producing communication materials. The guidelines should be applied to all communication, whether for advertising, signage, stationery, uniforms, vehicles, or other items that carry the SNMA brand to the world. With this guide, and your cooperation, we can ensure that all communication coming from the organization is clean and consistent, enhancing our brand through the use of strong, recognizable imagery.

This guide provides details about the creative elements and design specifications that help form the SNMA’s brand identity. A strong and consistent visual identity helps shape the way the our membership, partners, and the general public view our organization. Correct and consistent use of a professional and polished brand identity will build a stronger reputation for the organization as a whole.

There is still a degree of flexibility in the use of this guide; there is always room for creativity. If in doubt, contact the External Affairs Committee for assistance and review.
The SNMA official seal or logo is comprised of the circular image shown here. It should generally be printed in black or navy blue. The image may be reversed, so that the text and image appear white against a dark background.

SNMA Chapters and Regions may use the seal on products such as mugs, t-shirts, etc. if the application is in a tasteful fashion and presents the SNMA image in a business-like manner. That is to say, it should not be companioned with a cartoon-like graphic, nor should the presentation be demeaning or insulting. It is also acceptable to partner the SNMA logo with that of a school/chapter or region; but, to the extent possible, the school/chapter’s or region’s logo should be subservient to that of SNMA.

The SNMA logo should not be “loaned” or given to an outside organization for use in promoting their own exclusive program or enterprise. It is acceptable for the SNMA logo to be used by recognized partners advertising official programming.

To ensure readability and impact, the designer should allow for a margin of clear space around the logo and should use their discretion when sizing.

Do NOT try to recreate the logo. Contact the External Affairs committee to request a copy.
History

These are examples of several logos and banners used in the past. They are no longer considered acceptable for official use and should NOT be placed on any SNMA letterhead, websites, products, or other materials.
**Misuse**

Do not modify the logo other than to change the size. That is to say, DO NOT:

1. Use heavy-handed photoshop effects,
2. Change the relative scale or alignment,
3. Distort the logo, or
4. Change the color.

If you want to make another adjustment, please contact the External Affairs Committee for advice and/or approval.
In the 2019 re-design of the SNMA website, a logo with text (Raleway ExtraBold, all caps) was created for display on the website homepage. This stylized logo should ONLY be used on the website. Do not use this logo in print, on social media, on merchandise, etc.

This is a proposed presentation of the logo and tagline (Garamond Bold Italic).

This is a proposed presentation of the logo and acronym (Garamond Bold).
The families of Avenir (sans-serif) and Garamond (serif) are recognized as official SNMA fonts. Examples are shown to the left. Every effort should be made to use these fonts on official documents (i.e. reports, press releases, etc.).

1. Avenir Book: Use primarily in text
2. Avenir Book Oblique: Use primarily to highlight text
3. Avenir Black: Use in headlines
4. Garamond: Use primarily in text
5. Garamond Italic: Use primarily to highlight text
6. Garamond Bold: Use in headlines

Alternates:
If you do not have these fonts available, use Century Gothic (sans-serif font) in place of Avenir and Times New Roman (serif font) in place of Garamond.

CENTURY GOTHIC
AaBbCcDdEeFfGg123

TIMES NEW ROMAN
AaBbCcDdEeFfGg123
The official colors of the SNMA are navy blue, black, and white. Accent colors of grey, silver, light blue, or warm gold may be used as well. These colors are preferred for printed material, but may also be used on a variety of souvenir or logo-bearing products. Materials and products prepared for the Annual Medical Education Conference may deviate from the official color pattern.

In the 2019 re-design of the SNMA website, a bright lime green was used as an accent color. That green should only be used as an accent in website designs.

**SNMA Navy**  
CMYK: Cyan 100%, Magenta 98%, Yellow 23%, Black 35%  
RGB: Red 0, Green 2, Blue 94  
Hexidecimal: #00025e

**Accent Grey**  
CMYK: Cyan 9%, Magenta 12%, Yellow 6%, Black 33%  
RGB: Red 164, Green 159, Blue 165  
Hexidecimal: #a49fa5

**Accent Gold**  
CMYK: Cyan 15%, Magenta 27%, Yellow 98%, Black 0%  
RGB: Red 220, Green 179, Blue 39  
Hexidecimal: #dcb327

**Website Green**  
CMYK: Cyan 49%, Magenta 4%, Yellow 87%, Black 0%  
RGB: Red 143, Green 192, Blue 86  
Hexidecimal: #8fc056

**Official Black**  
CMYK: Cyan 0%, Magenta 0%, Yellow 0%, Black 100%  
RGB: Red 0, Green 0, Blue 0  
Hexidecimal: #000000
DESIGN AND FORMATS

Letterhead

This is the general letterhead design available for electronic use. Another pre-printed letterhead is available at headquarters.

There are specific letterhead designs for each of the different officers, regional directors, national committee chairs, and professional board members available in the OneDrive.
Slides

This is the new slide design, including a title slide and a content slide. The slides are in widescreen (16:9) format. We recommend use of this slide format for all Board of Directors related presentations. This template is available in the OneDrive.
EMAIL SIGNATURE

This is an example email signature. Email signatures should include:
1. The emailer’s name, program and class year, and current institution (as appropriate),
2. The emailer’s role/position (specifying national, regional, or local affiliation, as appropriate),
3. The full name “Student National Medical Association,”
4. The address of the national website.

It is also advised that the Board of Directors include their SNMA email addresses, the contact information for national headquarters, and a confidentiality statement.

Finally, the email signature can be used as an advertisement for the upcoming Annual Medical Education Conference. It is important to appropriately update this piece of the signature yearly.

Jean Doe, Jr.
DO Candidate 2024
Best University - College of Osteopathic Medicine
Chairperson, Board of Directors, 2023-2024
Student National Medical Association
externalaffairs@snma.org | www.snma.org

SNMA Headquarters | 5113 Georgia Avenue, NW | Washington, DC 20011 | 202-882-2881 (office) | 202-882-2886 (fax)

Thank you for your support of AMEC 2023!
Please join us in Chicago, IL for our 60th Annual Medical Education Conference, March 28th - March 31st, 2024!

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