

Graphic Standards Guidelines 2013

Society for Design Administration

The Graphic Standards Guidelines for SDA is a vital part of our communication efforts. It documents the SDA-accepted graphic standards for development of our communications materials.

Our organization's image and branding are important assets. Please help us maintain our high standards and reinforce our branding by using these guidelines to enhance the materials you create to promote and support SDA.

**Excellence in
Design Firm Management** **SDA**



SDA



Introduction

These graphic standards have been created to convey a distinct image for the Society. Color and type font rules have been indicated and should be used on items that are produced for SDA. Note that the proportion of the logo and its positioning relative to key elements CANNOT be altered. Please DO NOT redraw or alter the elements in any way.

The manual also provides guidelines for word processing on standard materials. It diagrams how to set margins, which fonts to use, and how to lay out pages.

Guidelines are clearly defined rules that are NOT subject to interpretation or modification.

Glossary

Area of Isolation

The area around the logo that must be left vacant to maintain clear recognition and integrity of the logo.

Collateral

All material produced to represent an organization, from printed materials to signs and advertising.

FL/RR

Abbreviation for Flush Left, Ragged Right. A typesetting term indicating type that is aligned to the left and jagged to the right.

FR/RL

Abbreviation for Flush Right, Ragged Left. A typesetting term indicating type that is aligned to the right and jagged to the left.

Graphic Standards

A selection of basic standards developed to uphold an organization's visual identity. To ensure coherence, the standards are documented in a manual and distributed to any parties who work with or apply the logo. Standards can include logo usage, type and color limitations, general applications and restrictions, and original art.

Logo

A graphic symbol.

Tagline

A descriptive statement based on the organization's mission.

Type Font

A family of typefaces, usually consisting of regular, italic, and bold versions of the type face. The font is designed to reproduce the actual rendered character for each style. Whenever possible, type fonts should be used for quality reproduction.

Integrity of the Logo

Logo Integrity can be defined as the maintenance of all guidelines that ensure proper presentation, visibility, and reproduction of the logo.

These guidelines are the most important elements to ensure correct and consistent presentation of the logo.

To accurately maintain the integrity of our logo, NO attempts to re-typeset, redraw, or alter its form or spacing are permitted. Always use the supplied EPS and JPEG files. DO NOT alter proportions or fonts.

The size, colors, fonts and proportions of the logo may not be altered. Always use the approved digital artwork. Do not redraw or recreate the logo.

Placement of the Logo

On most documents, the logo should line up with the right margin. (See Letterhead samples in this document).

Area of clear space around the logo should be 1/4" all around for all uses.

Minimum Recommended Reproduction size

For the logo with the tagline, "Excellence in Design Firm Management," size should be no smaller than 1.5".

The logo width should be no smaller than 1.25"* for logo without tagline.

** Logo without tagline may be as small as .75" for placement in footers, website button links, etc. Approval shall be obtained for any usage that might require a smaller size.*

Logo minimum size:



SDA's Mission Statement

SDA advances management and administrative professionals in the A/E/C industry through education, networking, and resources.

Placement of Mission Statement

The mission statement should only be used on marketing materials, not on corporate materials such as letterhead or envelopes. The mission statement can be shown under the logo or to the right. Text should be FL/RR

Font should be 10 pt. Myriad Pro Regular. The text "Mission Statement" should be 10 pt. Myriad Pro Bold. Span should be four lines, including the text "Mission Statement."

When text is placed to the right of the logo, the last line should line up with the bottom of the red line in the logo.



Mission Statement

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Logo Usage, Configuration and Color

Correct use of color in the presentation of the identity and branding is critical to its effectiveness, as well as its accuracy.

The following guidelines have been provided to establish basic color standards for the reproduction of the approved logo formats shown.

The SDA logo can be used in either format for letterhead or promotional materials, however the full logo with tagline is preferred.

Only one or the other is permitted throughout any document.

Color

The PMS color for the red bar and tagline in the logo is PMS 186C. This color must be maintained for all communications pieces.

Black

Black is 100 percent black.

Chapter Logos

Chapter Logos with Chapter name may be used.

Digital artwork for all Chapter logos will be provided.

Social Media Usage

Special formatting of the SDA logo for social media sites will be provided by SDA Headquarters when requested. This shall not be used for any other purpose.

Type Fonts

Consistent use of compatible fonts across all Chapters reinforce the SDA identity.

It is recommended Myriad Pro be used on all printed materials. If this font is not available in your font set, you may download it from several websites, or you may use Arial.



Unacceptable Renderings of the Logo

The size, colors, proportions and spatial relationships of the logo may not be altered. Always use the approved digital artwork. Do not redraw or recreate the logo.

- Do not recreate the logo.
- Do not create variations of the logo.
- Do not stretch or skew the logo. Please maintain the proportions when placing the digital artwork in a document.

Note: SDA no longer has an affiliation agreement with AIA. The words “An Affiliate of The American Institute of Architects” should not be used in our material.



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January 12, 2013

NAME
ADDRESS
ADDRESS

RE:

Dear NAME,

Cordially,

Sarah Wallace, CDFA, LEED Green Associate
SDA National Secretary

Ex Com Letterhead Sample

This is a sample of the SDA National Executive Committee Letterhead for 2013.

Chapter letterhead will be the same except the Chapter name will be included in the logo. Digital artwork for the SDA logo with the Chapter name is provided for each Chapter to use. Do not create one.

Titles, Officers' names, Firm names and address are all Myriad Pro 7 pt.

Officers' names are Myriad Pro 7 pt. Bold

The letterhead is done in a two column format.

Column 1 = 2.0"

Space = 0.3"

Column 2 = 5.2"

Body text in the letter is Myriad 11 pt.

Executive Director information and national website should always appear at the bottom of the letterhead. Your registered agent may be included, but the national registered agent need not appear. Letterhead should be used only for correspondence.

It should NOT be used for flyers, brochures, or any collateral other than letterhead.

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Local Chapter: www.sdaoc.org
National: www.sdanational.org

January 12, 2013

NAME
ADDRESS
ADDRESS

RE:

Dear NAME,

Cordially,

Your name
Title

Chapter Letterhead Sample

This is a sample of the SDA Chapter Letterhead for 2013.

Digital artwork for the SDA logo with the Chapter name is provided for each Chapter to use. Do not create one.

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The letterhead is done in a two column format.

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Letterhead should be used only for correspondence. It should NOT be used for flyers, brochures, or any collateral other than letterhead.