

A Quick Guide to SIOP Branding

LOGO

Preferred: This is the “official” logo and should be our go-to logo.



Stacked: This format should be used when the preferred format will not fit or will look awkward.



Without Taglines: These are acceptable when space dictates, in order to keep consistent with other logo presentations, or when the logo would be presented too small to read the tagline.



Acronym: The acronym should be avoided on its own for outside audiences who will not know who we are based on the context. The acronym is especially helpful for use in small spaces where it will be very small.



Icon: The icon can be used as a website favicon or other similar special circumstances (and with the approval of the AO).



- If you need to put the SIOP logo on a dark or patterned background, it may sometimes be acceptable to use the white version of the SIOP logo. If unsure, please contact Barbara Ruland at bruland@siop.org to decide when this is appropriate.
- There may be instances when a printer needs a two-color logo. This logo is available for such circumstances.

COLORS

RGB:

dark red-(158,28,36)
light red-(234,29,46)
dark grey-(88,89,91)

CMYK:

dark red-(20%, 99%, 91%, 25%)
light red-(1%, 100%, 92%, 0%)
dark grey-(0%, 0%, 0%, 80%)

Web Colors:

dark red- RGB (176,18,32)
dark grey- RGB (89,89,89)
light gray-RGB(205,205,205)

FONT

SIOP’s official font is Gotham. The SIOP acronym is in a customized version of Gotham. This font should be used for all print pieces.

The font to be used on the SIOP website will be Proxima Nova. Verdana and Arial can be substituted for Gotham if absolutely necessary.

BRANDED ITEMS

SIOP has branded letterhead and envelopes for any member needing them for official SIOP business. These can also be sent electronically. Branded brochures are also available for any member. Just call or email the Administrative Office at siop@siop.org to have these items mailed to you.

Periodically SIOP will make SIOP branded badges available for use by members. Members will be alerted of such via email or *SIOP Source*.