

## **Brand Standards and Guidelines**

Great care is given to protect the integrity of the SIOP logo and other brand properties by maintaining strict control of their use. The logo and tagline represent the official image and likeness of the Society for Industrial and Organizational Psychology, and thus SIOP requires careful monitoring of who is allowed to use these materials and for what purpose.

Standards and guidelines regarding the use of the SIOP logo and tagline, in addition to various other representations of the SIOP brand, can be found in the official SIOP Brand Guidelines document. This document can be obtained in electronic form from the SIOP Administrative Office. Please note, no deviations from these standards may be taken without explicit permission from the SIOP Administrative Office or Executive Board.

Whether you are communicating internally or externally, these guidelines will help enhance and protect SIOP's brand. Consistency in all of our communications, from business letters and web pages to brochures and publications, will help build stronger visibility for SIOP, I-O psychology, and SIOP members.