

SIOP Marketing and Communications

Branding Policies

What is a Brand Identity?

The purpose of a brand identity is to create standards for developing and implementing strategic marketing and communications plans that are recognizable and resonate with target audiences. A brand identity includes the visible or observable elements of a brand such as:

LOGO | TAGLINE | FONT | COLOR PALETTE | TONE OF VOICE | GRAPHICS/IMAGERY

Why is Brand Identity Important?

SIOP's brand identity is an integral aspect of our business because it:

- enhances recognition and trust
- influences audiences' perceptions
- impacts our reputation
- represents the value we provide
- increases awareness for SIOP and the I-O psychology field
- increases revenue

How Do We Protect Our Brand Identity?

To be effective, our brand identity needs to be aligned with our strategic goals and consistent. SIOP Staff use the following resources:

- brand guidelines, which outline the rules for logo usage, fonts, and colors
- a style guide, which outlines the standards for written documents
- standard operating procedures and best practices for marketing, communications, and branding

Branding Policies and Practices for Volunteers

Volunteers must collaborate with SIOP Staff at the beginning stages of any marketing or communication project, including events. When volunteers leverage SIOP Staff training and expertise in branding, marketing, and communications, it allows them to focus on delivering high-quality I-O psychology content. This also ensures alignment with organizational priorities.

DO

1. Reach out to your SIOP Staff Liaison before starting a new project or event
2. Collaborate your SIOP Staff Liaison to ensure the proper use of brand resources
3. Get SIOP Staff Liaison approval before disseminating any SIOP content, including save-the-date information

DO NOT

1. Create graphics, materials, or marketing plans; these should be created only by SIOP Staff
2. Disseminate SIOP materials without approval from your SIOP Staff Liaison
3. Create unique social media handles or accounts

*** Note that SIOP's approved format for I-O psychology uses a hyphen.

Contact

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