

# **BRAND** GUIDELINES

Tools to Help You Use Our Logos Effectively



{ **SPJ's logo is the most powerful and visible symbol of our organization's brand**

## SPJ LOGOS

There are two primary versions of SPJ's logo: one vertical, the other is horizontal.. Either can be used wherever applicable.



## USAGE

SPJ's logo is the most powerful and visible symbol of our organization's brand. In order to ensure clarity and consistency, these branding guidelines will help you to determine the best way to use SPJ's logos.

For all permitted uses of our trademarks, **you may not**:

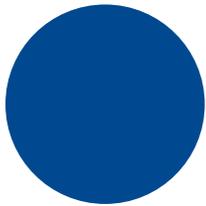
- alter SPJ's logos in any way (distort, change colors, edit or recreate) without prior consent from SPJ.
- place a logo in such proximity to other content that it is indistinguishable.
- display our logos in a manner that implies a relationship, affiliation or endorsement by SPJ of your product, service or business.
- use SPJ's logos in a way that is harmful, deceptive, obscene or otherwise objectionable.
- use our logos to, or in connection with, content that disparages us or sullies SPJ's reputation.

- In addition to program-specific logos or graphics, always brand programs such as the Ted Scripps Leadership Institute, JournCamps, etc., with the main SPJ logo.



All variations of SPJ's logo should follow the same guidelines as our primary logo(s).

# { Color is crucial to our visual identity



## SPJ BLUE

Pantone® 280C  
CMYK 100/72/0/18  
RGB 0/73/144  
HEX #004990

## COLOR

Color brings visual interest to SPJ's communications, helps to maintain a consistent look and feel and differentiates us from other organizations. It is crucial to our visual identity.

To ensure accurate color reproduction, the colors for all applications should match the Pantone®, CMYK (process), RGB (desktop) or HEX (Web) specifications detailed at left. When color or printing prohibits this, it may be used in all black or reversed out to white only — no other colors may be substituted. The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished.



**SPJ BLUE**  
is our primary color and used most often



**WHITE**  
is used on darker backgrounds



**BLACK**  
is used sparingly or when color is not an option

## CLEAR SPACE

Clear space is the area around the four edges of the logo that should always be free of all other logos, text or other graphic elements. The minimum clear space area is equal to half of the height of the 'logo box' in the brand mark. The clear space area is proportional at all sizes of brand mark.



## MINIMUM SIZE

SPJ's logos should be dominant in any application and must never be reproduced so small that they lose their clarity. In print use, the logo should never be smaller than .5 inches in height. When used in digital applications such as the Web or on mobile devices, 60 pixels tall should be the minimum size.

.5 inches

PRINT



60 pixels

DIGITAL



# { Use the shield logo in instances of SPJ advocacy



## SPJ SHIELD LOGO

Use the shield logo only in cases where the topic is the Shield Law or in instances of SPJ advocacy, for example protecting the First Amendment, freedom of information, etc. If the logo is so small that the wording, “Protecting Journalism Since 1909” is illegible, use the “Detached Text” logo where the wording appears at the bottom of the logo instead. And if the shield logo is to appear .5” (print), 50 pixels (Web) or smaller, use the “No Text” version that eliminates the text entirely.



**SPJ SHIELD LOGO**  
For print or large Web purposes



PROTECTING JOURNALISM  
SINCE 1909

### SPJ SHIELD\_DETACHED TEXT LOGO

For mid-sized print and Web purposes

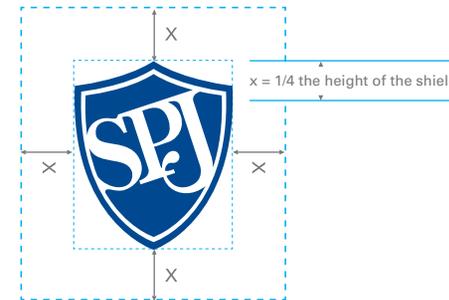


### SPJ SHIELD\_NO TEXT LOGO

For very small print and Web purposes

## CLEAR SPACE

The shield logo should always be placed at least 1/4 of the height of the oval away from surrounding items or the edge of the page.



## COLOR

SPJ's shield logo adopts the same color scheme as all other primary SPJ logos – Pantone® 280C, CMYK (100/72/0/18), RGB (0/73/144) or HEX (#004990). When color or printing prohibits this, it may be used in all black or reversed out to white only — no other colors may be substituted. The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished.



# { Various SPJ Committees and Communities have their own logo



## SPJ COMMUNITY/COMMITTEE LOGOS

Various SPJ Committees and Communities may have their own logo. These are the blue circle logo with SPJ in the center and a gray image in the background that illustrates what each committee or community is. For example, the FOI Committee logo has a gray magnifying glass in the background. The International Community contains a shaded image of the world. The name of each committee or community is always at the bottom of the logo, using blue and gray lettering. For example, "FOI" is in blue letters, and "Community" is in gray letters. The same usage rules apply as those for the main SPJ logo.



FOI Committee



International Community



Students Community



Digital Community

**FONTS**  
Myriad Pro Bold

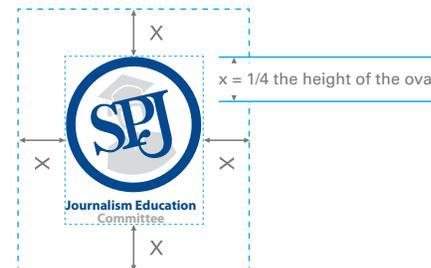
## MINIMUM SIZE

In print use, the Community/Committee logos should never be smaller than .75 inches in height. When used in digital applications such as the Web or on mobile devices, 60 pixels tall should be the minimum size.



## CLEAR SPACE

Community/Committee logos should always be placed at least 1/4 of the height of the oval away from surrounding items.



## COLORS



### SPJ BLUE

Pantone® 280C  
CMYK 100/72/0/18  
RGB 0/73/144  
HEX #004990



### GRAY

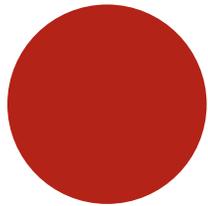
Pantone® 429C  
CMYK 0/0/0/40  
RGB 167/169/172  
HEX #a7a9ac



Gen J Community

When printing prohibits color, the logos may be used in all black only — no other colors may be substituted.

# { The Sigma Delta Chi Foundation supports the educational mission of SPJ



## **SDX RED**

Pantone® 484C  
CMYK 0/95/100/29  
RGB 179/35/23  
HEX #b32317

The Sigma Delta Chi Foundation supports the educational mission of SPJ by advocating for open government promoting integrity, encouraging excellence, fostering diversity and protecting freedom of speech and press. The Foundation returns thousands of dollars back to the journalism community in support of both SPJ and other journalism organizations that benefit SPJ members.

## **COLOR**

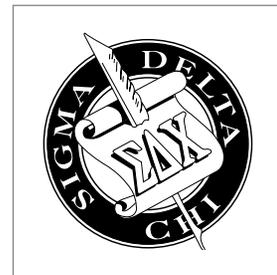
Much like SPJ's logo, the color for the SDX Foundation's logo should match the specifications detailed at left. It may be used in all black when color is not available or reversed out to white — no other colors may be substituted. The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished.



**SDX RED**  
is our primary color and used most often



**WHITE**  
is used on darker backgrounds



**BLACK**  
is used sparingly or when color is not an option

## **USAGE**

The Sigma Delta Chi Foundation logo must never be altered (distorted, edited, color changes or recreated) without the prior permission of the SDX Foundation and/or SPJ. As well, never place the SDX Foundation logo in such proximity to other content that it is indistinguishable. The SDX Foundation logo should never be displayed in a manner that implies a relationship, affiliation or endorsement by the SDX Foundation of your product, service or business. And never use the SDX Foundation's logos in a way that is harmful, deceptive, obscene or otherwise objectionable — or in connection with, content that disparages us or sullies the SDX Foundation's reputation.

# { The Sigma Delta Chi Foundation logo must never be altered



“The design of a logo...is ultimately a reflection of the integrity of the business it symbolizes. Its effectiveness is largely dependent on its exposure, how often and how well it is used.”  
— Paul Rand

## MINIMUM SIZE

For legibility reasons, a minimum size at which the logo may be reproduced is recommended, the logo should never be reproduced any smaller than .5 inches high in print or any less than 60 pixels high for Web purposes.

## CLEAR SPACE

The SDX Foundation logo should always be placed at least 1/4 of the height of the oval away from surrounding items or the edge of the page.

