Founded in 1909, the Society of Professional Journalists is the nation’s most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.

Our new identity has been designed to communicate a balance between SPJ’s bond to the past, to our present and the future. Not just a logo, it’s a design scheme composed of a number of core visual elements (the logo, icon, color palettes and graphics) that come together to create a distinctive look and feel that make SPJ’s brand instantly recognizable.

SPJ’s brand guidelines exist to ensure visual and brand consistency exist across various print and web materials. Please stick to these guidelines to create a brand image and perception that are consistent no matter where they’re seen.
Follow these requirements so our logo always looks its best.

**SPJ LOGOS**

There are two versions of SPJ’s logo that will be used across primary brand applications: one vertical, the other is horizontal. Either can be used wherever applicable.

**SPJ ICON**

In cases when SPJ’s brand has already been established, we simply use the icon on its own. And while the icon can exist without the wordmark, the wordmark should never appear without the icon.

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**LOGO 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, rotate 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 SPJ’s Regional Conferences, Future Leaders Academy, Student Leadership Institute, etc., using elements of the main SPJ logo:
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.

While SPJ’s default color is blue, you may use the black or white version on layouts when color is not an option — no other colors may be substituted without prior consent. The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished.

CLEAR SPACE

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of all other 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.
**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 ineligible, 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.

**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.
The Society of Professional Journalists Foundation (SPJF) 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 SPJ 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 SPJ Foundation’s logo should match the specifications detailed at right. It may be used in all black when color is not available or reversed out to white — no other colors may be substituted without prior authorization. The logo can appear on color, illustration or photographic backgrounds as long as the legibility and integrity of the logo are not diminished.

**SPJF RED**

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

**LOGO USAGE**

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