



B R A N D   S T Y L E   G U I D E



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THE

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# BRAND

SMPTE, Society of Media Professionals, Technologists, and Engineers, is a 100+ year-old award-winning membership association dedicated to the advancement of media and entertainment technology.

From the introduction of “talkies” and color television, to HD and UHD TV, SMPTE has developed thousands of standards, most notably SMPTE Time Code and SMPTE Color Bars. SMPTE has always been a premier resource for information and education across multiple facets of the industry.

Now into its second century, the society continues to embrace and champion the exciting new ways media is developed, distributed and consumed.

# INTRODUCTION TO THE GUIDELINES

The purpose of these guidelines is to explain the components of the visual identity system for “SMPTE”. It defines basic graphic design specifications, and illustrates how these are applied. The guidelines lay out the rules for our most important brand creative assets: logo, colors and typography.

Many of the guidelines depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these graphic design specifications will ensure continuity, a high degree of quality, and a clear, consistent identity for SMPTE.

The new SMPTE logo, as part of a brand re-imagination, embodies SMPTE's heritage of industry leadership and its enduring commitment to its members in the ever-changing world of digital technology.



### **SMPTE wordmark**

The font for the wordmark meets several important criteria:

- Fresh approach for the brand
- Clean and simple in style and attitude
- Alludes to technology
- Grounded; exudes leadership and stability
- Ability to stand both alone and complemented with a graphic component
- Industry-appropriate

The image displays the word "SMPTE" in a bold, black, sans-serif typeface. The letters are thick and blocky, with a clean, modern aesthetic. The 'S' has a rounded bottom, the 'M' is wide and flat-topped, the 'P' has a short, rounded stem, the 'T' is a simple vertical bar with a horizontal top, and the 'E' is a simple rectangular shape with a horizontal top bar. The overall appearance is strong and professional.

## SMPTE Icon

The SMPTE icon accomplishes several key objectives:

- Inspired by the camera iris, the beginning of the creative process
- Embodies the SMPTE color bars, a strong reference to its 100+ year heritage
- Conveys movement and energy
- Effective on multiple color backgrounds
- Nicely complements the wordmark



## SMPTE icon + wordmark

The combination of the wordmark and icon meets our most important goals for the new logo design. While the black font and color icon give each an identity, they complement each other in a way that provides proper balance of strength and vibrance. When joined, the combined attributes signify the fusion of technology and creativity, recognizing SMPTE's heritage with the ability to represent SMPTE in the long term.



## CLEAR SPACE

To ensure its integrity and visibility, the logo should be kept clear from competing text, images, or graphics.

The logo must be surrounded on each side by an adequate clear space, at minimum equal to half the x-height of the icon measuring on all sides of the wordmark and outside the hero icon.



Minimum size

.75" W MIN.  
(55PX DIGITAL)

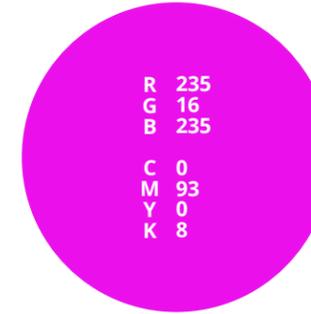
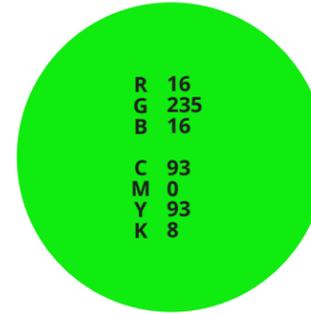
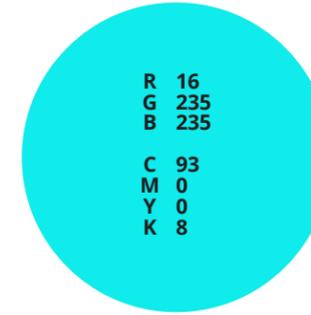
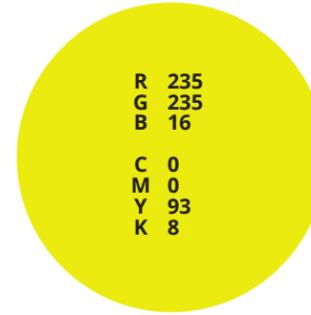
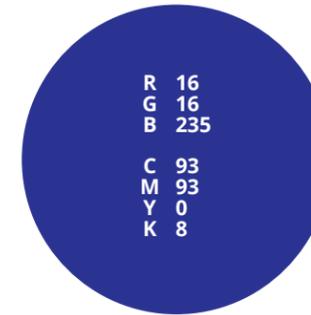
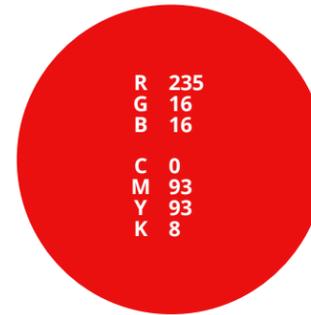


# COLOR PALETTE

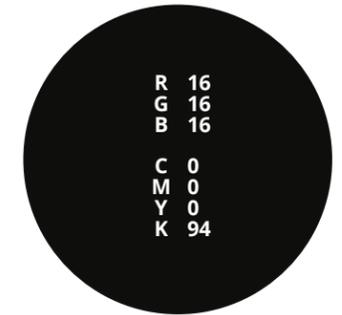
The color palette shown here have been carefully selected to represent the colors of the famous SMPTE color bars. The new SMPTE brand identity is made up of 7 colors and should be used wherever possible.

In no case should these industry-specific colors be changed or misrepresented in any way.

The icon is the only element that uses the 6 selected colors. The recommended logo is used with the solid black wordmark; however, in certain cases it may be used with a blue wordmark matching the blue of the icon.



# SMPTE



These are examples of the approved ways to use the logo. These versions keep the consistency of the legibility needed to maintain brand registration.

## LOGO VERSIONS

Although the preference is to always use the logo in linear fashion with black type, there may be occasions in the context of a specific environment where a stacked version (recognizing page layout and available space) or blue type (influenced by background, imagery, etc.) may be appropriate.

These are the only other applications that may be considered and both must adhere to the exact design specifications provided.



# INAPPROPRIATE LOGO USAGE



For maximum impact and overall consistency, it is important to protect the value and integrity of the SMPTE identity by using the logo correctly.

Always reproduce the logo from original artwork files, and avoid improper logo usage such as illustrated here.

The backgrounds shown here reflect the specific color tone in the icon. They should never be used due to loss of color tone in the icon itself.

It is never acceptable to change the rotation of the icon and alter the position of the colors.



Master logo on black



Master logo on red



Master logo on blue



Master logo on yellow



Master logo on cyan



Master logo on green



Master logo on purple



Blue logo on blue



Master logo all black



Do not re-arrange the order of wordmark and icon



Do not stretch, compress, or distort the logo in any way

## LOGO FONTS

The SMPTE logo is made up of 1 font. This font and weight selection should never be changed.

The finished logo is a grouped and rasterized graphic which protects the font from ever being changed. This is critical to maintaining the integrity and recognizability of the brand.

SMPTE is written in:  
Good Times



Font name: Good Times

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**GOOD TIMES**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890 !?#\$%&**

Typography is a critical element in an effective identity system. Along with the SMPTE logo and colors, typography contributes enormously to the visual voice of the SMPTE brand.

## Body text

*Open Sans* is the primary typeface for body text, a familiar typeface that, if used correctly, can convey the character and tone that SMPTE exudes.

Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces, with a true italic.

Open sans regular will ensure consistency in the visual voice used in SMPTE communications.

Open sans should be used on all SMPTE communications such as website, video, publications, and all documents and collateral. Shown here are the approved weights and styles that may be used in body copy.

SMPTE design teams should always use Open Sans, as should associates who have the typeface available on their computers and systems.

For shared communications where the text is “live” (such as for PowerPoint® or for composing emails) Open Sans is a system and web-safe font for both Macintosh and PC platforms and is consistent for cross-platform desktop applications.

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$%&

---

plain body text

*Open Sans Bold*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$%&

---

*accents*

**Open Sans Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$%&

---

**highlights**

***Open Sans Bold Italic***  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@#\$%&

***highlight accents***

## Headline and sub-heads

Fira Sans should be used for all headlines and sub-heads. Also a humanist sans-serif font, it is a somewhat wide font for legibility on small screens and very compatible with our Open Sans body text. The family has a large character set including text figures and small caps. Fira Sans is also a system and web-friendly font for cross-platform applications

Following is an example of Fira Sans use for headlines and sub-heads, together with Open Sans body text.

**Fira Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?@\$%&**

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Fira Sans Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !?@\$%&

## TITLES

## Subtitles

### Example:

## FIND A DOCUMENT

# SMPTE Documents

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**SMPTE Engineering Documents** consist of Standards, Recommended Practices, Engineering Guidelines, and Amendments. **SMPTE Engineering Documents** may be intended for further submission to the *American National Standards Institute (ANSI)*, the *International Telecommunication Union (ITU)*, the *International Standards Organization (ISO)*, or other standards bodies.

The Society also publishes Registered Disclosure Documents and Technical Specifications, but these are not considered to be Engineering Documents and have separately defined procedures. To learn more about the *Technical Specific process*, visit the TSP FAQ page.

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# BRAND POSITIONING

# BRAND POSITIONING

***For members of the global media community who rely on technology, SMPTE is committed to delivering the tools, expertise, education and access vital to their career success.***

On a personal level: SMPTE wants me to be successful.

SMPTE appreciates the diverse needs of its personas and demonstrates its commitment to their needs by providing timely information and relevant content, education, mentoring, and global access -- delivered to personas of both the traditional work-centric and emerging open talent mindsets.

SMPTE's brand voice is expert and authoritative, yet friendly and welcoming.

Keeping pace with ever-changing technology requires SMPTE to be unencumbered, nimble and efficient – at some expense of formality.

SMPTE's continued industry thought leadership is driven by its members, which implies a significant degree of collaboration.

In order to connect with the incoming generation of creatives and technologists who have only lived in the digital world, SMPTE reimagination embraces a more social, transparent, technology-enabled, rapid-cycle way of doing business.

