VISUAL IDENTITY STYLE GUIDE

Society of Motion Picture & Television Engineers®

We Set the Standard for Motion Imaging
SMPTE INNOVATION

SMPTE® was originally founded in 1916, under the chairmanship of famed inventor C. F. Jenkins. The Society was chartered to develop standards and provide training to streamline the U.S. government’s burgeoning use of motion picture products. In tandem, SMPTE addressed the lack of standards in the emerging cinema industry where there was no agreement on film width, image format, perforations, etc., and only a small chance that a specific film could be displayed on a given projector. SMPTE increased its scope in 1950 to embrace the emerging technology of television; The Society has continuously developed standards and educational programs that have made substantive impacts on this industry.

STANDARDS FACILITATE INTEROPERABILITY

SMPTE is an internationally recognized standards development body. As such we abide by the ANSI and ISO due process for initiating, approving, revising and removing standards. For nearly 100 years, SMPTE has been the leader in standards for the motion imaging industry, facilitating interoperability and therefore business.

Published documents include standards, recommended practices and engineering guidelines, all of which integrate to describe a particular process.

OUR THREE PILLARS CREATE OPPORTUNITIES:

- **Membership:** Be part of the community!
- **Standards:** Become part of the creation of industry standards that enable interoperability.
- **Education:** Gain knowledge and expertise through the Motion Imaging Journal, conferences, seminars, webcasts, and Section meetings.
The Oscar® and Emmy® Award-winning Society of Motion Picture and Television Engineers® (SMPTE®), a professional membership association, leader in the advancement of the art, science, and craft of the image, sound, and metadata ecosystem, worldwide. An internationally recognized and accredited organization, SMPTE advances moving-imagery education and engineering across the communications, technology, media, and entertainment industries. Since its founding in 1916, SMPTE has published the SMPTE Motion Imaging Journal and developed more than 800 standards, recommended practices, and engineering guidelines.

More than 6,000 members — motion-imaging executives, engineers, creative and technology professionals, researchers, scientists, educators, and students — who meet in Sections throughout the world sustain the Society. Through the Society’s partnership with the Hollywood Professional Alliance® (HPA®), this membership is complemented by the professional community of businesses and individuals who provide the expertise, support, tools, and infrastructure for the creation and finishing of motion pictures, television programs, commercials, digital media, and other dynamic media content. Information on joining SMPTE is available at www.smpte.org/join.

All trademarks appearing herein are the property of their respective owners.
The standard font chosen for SMPTE collateral is Gotham. The modern, geometric qualities of this typeface bring innovative technology to mind. Gotham has a clean, fresh appearance that is easy to read. This font family offers several styles, which allow for flexibility and emphasis.

The Interstate font set may be used by those who do not have the Gotham typefaces available to them.

Body copy should be set between 10 and 12 points. Leading must be at least 2 points greater than the type size. Loose, open leading is preferred when possible. Footnotes and disclaimers should be no less than 6 points. Choice of headline size is more flexible but should not be overbearing.

These styles should be carried across all marketing collateral including but not limited to print and web advertisements and flyers. Adherence to these guidelines is encouraged but not required for internal communications and other nonmarketing-based materials.
TYPOGRAPHY

Helvetica Medium
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Oblique
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Medium Condensed
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Bold
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica Bold Condensed
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Arial Regular
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Arial Black
ABCDEFGHJKLMNPOQRSTUWXZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Helvetica is another alternative font set for those who do not have the aforementioned typefaces available to them. These styles are a good choice for headlines. Helvetica includes condensed styles.

For public relations materials, please use the Arial font family. Arial may be used when creating SMPTE collateral, but it is not preferred.
The Society of Motion Picture & Television Engineers has copyrights and service mark registrations on its logo and use of “SMPTE,” the recognized abbreviation of the Society of Motion Picture & Television Engineers, and regulates its use under the following guidelines:

- Only the approved version of the SMPTE logo may be used.
- The logo may not be distorted or altered in any way.
- Logo must be used in its entirety, neither the whole or recognizable parts may be incorporated into another logo.
- The logo can be printed in its original colors, all-black, or all-white version. No other color combinations are acceptable.
- The SMPTE logo must bear the ® in all instances in which it is used.
- Active SMPTE Sections are encouraged to use the SMPTE logo, as long as guidelines are adhered to. Each Section should have a logo with its name included both underneath and to the right.
- The SMPTE logo may be used by SMPTE Sustaining members, but must be accompanied by text that states “Sustaining Member of SMPTE” and may not be used in a way that suggests SMPTE recommends, promotes or endorses a company’s products, services or technology.
- The SMPTE logo may not be used in conjunction with claims that products conform to SMPTE Standards.
- The SMPTE logo is not to be used in any print advertising or other form of publication by any outside organization or nonmember of the Society without written permission from SMPTE. SMPTE reserves the right to authorize the use of the logo in cases of a business arrangement.
Color psychology has long been an essential resource for organizations of all types. Color schemes are developed based on the feelings they evoke in the individuals who view them.

In the same way, the color palette for our brand is meant to emanate certain characteristics and values. The chosen colors give a sense of precision, professionalism and dynamic technology.

The swatches shown on the left are to be used as the primary colors in SMPTE materials. Being consistent in color application helps reinforce our brand so that it is immediately recognizable.
The simplified palette for the SMPTE logo can be either blue (PMS 2935), black or the primary mark with the black switched to white. Note that, unlike the single color versions, these still utilize the lighter tints of the base color.

Setting the logo in blue is preferred over black only, but both are allowed, and their use is determined by the needs of the project at hand.
Have you ever seen the color bars television test pattern? Then you’ve most likely seen the Oscar and Emmy Award winning Society of Motion Picture Television Engineers (SMPTE) in action!

SMPTE standards touch nearly every piece of motion-imaging content consumed by billions of viewers around the world, ensuring that content is seen and heard in the highest possible quality on any display screen.

With nearly 100 years of motion-imaging standards leadership, SMPTE is the innovator of some of the most iconic standards for high-quality content, as well as those that are facilitating the transition to an IP-based multiscreen world.

The color mixes shown at left are based on the SMPTE color bars and are to be used as accent colors, as the two primary colors are still to be included.
When a grayscale logo is needed, the version of the SMPTE mark shown at the left should be used.

The outer and inner rings of the globe symbol should remain 100% black. The main part of the film strip should be 50% black, with the pixels on the right being varying shades of gray. This creates a visually pleasing combination of shades and ensures that the SMPTE logo stands out on different types of media.

It is helpful to keep this version of the logo on file for quick placement.
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There will be occasions when a single-color version of the SMPTE logo is required. Options are shown to the left. The mark can be set in all white, all black, or in one of the colors from the primary palette.

These versions are most useful for screenprinted shirts, one- or two-color offset-printed materials and any promotional items that only allow one color imprinting.
COLOR VARIATION PREFERENCE

It is understood that depending on the various substrates used for our branded materials, any of the aforementioned variations of the logo must be used. However, in situations where the options are more flexible, the diagram on the left shows the order of preference from the ideal full color logo to a reversed-out logo in white.
When placing the logo, it is critical to observe the clear space requirements to avoid competing text and graphics. This means leaving space equivalent to half the width of the globe symbol on all sides of the logo.

On the left and right, this clear space begins on the outer edges of the globe. On the top and bottom, it begins on the corners of the blue strip within the globe.

This rule of proportion makes it easy to calculate the safe area no matter what size the logo is. More information on size can be found on the next page.

It is important to realize that placing the logo too close to a cut or folded edge is also a violation of the safe area. A general rule is to maintain a one-quarter inch space from any edge or fold.
To ensure legibility of the logo and reproduction without loss of quality, size restrictions have been established.

The minimum width for the primary mark is 1 inch. Please use this size sparingly (for items such as business cards or small promotional items). If the imprint area requires a smaller size, please contact us to discuss modifications. A more ideal width is at least 1.5 inches.

Keep in mind that the logo should be prominently displayed but sized appropriately for each individual piece.

If a tagline is used, the font should be no smaller than 6 points. In general, the sub-brand logos should be smaller than the primary logo when displayed together.

All minimum sizes are shown here at actual size. There is no maximum size restriction.
When developing logo designs for SMPTE sub-brands, the primary mark should be placed at the left. There should be a separator such as a thin line between the primary mark and the additional design.

A second layout should also be included in which the sub-brand name is centered under the primary mark.

Please keep in mind that any color schemes used should match/complement each other, and any added text should not repeat the SMPTE name.
From time to time, there may be events or cases that call for special graphic standards consideration. During the year, certain events may be driven by a theme or need for visual distinction. Special logotypes, typefaces, color schemes or graphic elements may be used to promote the uniqueness of these events.

Unique logos are usually limited to a lifespan of one year and should be incorporated into a design that reflects the current design system whenever possible. They should never be a complete substitute for official logos.

The marketing and public relations staff will review requests for special consideration on a case-by-case basis.

**SPECIAL CASES**

The Centennial logo design and its variant colors make it an example of a special case.

Additional colors used (C/M/Y/K):
- dark blue 96/80/3/1
- yellow 6/0/100/9
- magenta 1/99/0/0

The gold and silver colors along with the font used in the Conference logo design make it an example of a special case.

Additional colors used (C/M/Y/K):
- gold 21/28/100/0
- silver 0/0/0/49
The dangers of not abiding by a style guide become clear when incorrectly altered marks are used, as shown on the left. These adjustments compromise the integrity and consistency of the SMPTE brand. They are examples of what not to do.

You may use the film strip or globe symbols as design elements if you follow these three rules:

- The primary mark must also be displayed in the same vicinity.
- The icons must not be mirrored vertically or horizontally or turned on an angle.
- The icon must be used in one of the standard colors.

One of the most commonly seen unacceptable modifications is distortion of the mark. It is important to maintain the proportions of the logo as it is resized. Stretching it in any way negatively affects the integrity of the mark.

<table>
<thead>
<tr>
<th>UNACCEPTABLE MODIFICATIONS</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>DO NOT combine the mark with unapproved elements or remove approved elements</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT use the mark on busy or visually competitive backgrounds</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT rearrange the approved color palette</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT rearrange or recombine the elements of the mark</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT use the full-color mark in unapproved colors or tints</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT turn the mark into strokes/outlines</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT use old versions of the logo</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT screen the mark or run type over it</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT substitute fonts in the official mark</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT place mark on a dark background with a light burst behind it</td>
<td>SMPTE</td>
</tr>
<tr>
<td>DO NOT stretch, compress or otherwise distort the mark</td>
<td>SMPTE</td>
</tr>
</tbody>
</table>

MEMBERS
Logo file formats are usually separated into two groups: vector-based images and bitmap/raster images. In general, vector images (EPS and PDF) are preferred in print jobs, and JPG or PNG images are preferred for web use or for placement in Microsoft Office. In cases where a logo with a transparent background is needed, use PNG format.

The biggest difference between the two image groups is that only the vector-based images can be scaled to any size without deteriorating the quality. Enlarging a JPG or PNG will cause the image to lose its focus and become blurry. Minimum resolution for raster images is 300dpi. If the resolution is any lower, noticeable blurriness becomes a possibility.

Please refer to the table on the left as a guide.

<table>
<thead>
<tr>
<th>APPLICATIONS</th>
<th>RECOMMENDED FORMAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-color printed materials</td>
<td>CMYK logo (EPS format)</td>
</tr>
<tr>
<td>(Publications, advertisements, brochures, etc.)</td>
<td></td>
</tr>
<tr>
<td>Two-color printed materials</td>
<td>Spot color/ Pantone logo (EPS format)</td>
</tr>
<tr>
<td>(Business cards, stationery, shipping labels, etc.)</td>
<td></td>
</tr>
<tr>
<td>Black and white printed materials</td>
<td>Black and white logo (EPS format)</td>
</tr>
<tr>
<td>(Publications, advertisements, etc.)</td>
<td></td>
</tr>
<tr>
<td>Microsoft Office documents</td>
<td>RGB logo (JPG or PNG format)</td>
</tr>
<tr>
<td>(Word, PowerPoint, etc.)</td>
<td></td>
</tr>
<tr>
<td>Internet applications</td>
<td>RGB logo (JPG or PNG format)</td>
</tr>
<tr>
<td>(Web programs, flash animations, etc.)</td>
<td></td>
</tr>
<tr>
<td>Promotional items</td>
<td>Spot color/ Pantone logo or Black and white logo (EPS format)</td>
</tr>
<tr>
<td>(Bags, pens, water bottles, etc.)</td>
<td></td>
</tr>
</tbody>
</table>
The email signature is a key tool in presenting SMPTE as a unified brand. By using a common format for content in the signature space at the bottom of email messages, all members can participate in helping build the SMPTE brand with every email they send. Such measures advance a shared sense of our goals among those within the SMPTE community and also strengthen our identity to external audiences.

The approved format option for signatures at the bottom of emails sent from SMPTE accounts appears to the left. If possible, please use the approved fonts and colors.

Special event and/or promotional logos may be included in signatures as long as they meet the approved guidelines.

MICROSOFT OUTLOOK INSTRUCTIONS:

- Click “New Email” at the top left corner of the Home tab.
- Click “Signature” from the top panel, next to the “Attach” item. A drop-down menu will appear, with options to add an existing signature to the email you’re working on. Select “Signatures” from this menu to open a “Signatures and Stationery” window.
- Click “New” in the “Signatures and Stationery” window to create a new signature template.
- Compose your signature in the editing window. You can add the new logo image to your signature by pasting it into the editor or clicking the button to the right of the “Business Card” button. URLs will be automatically hyperlinked. Click “OK,” and your signature will be saved for future use.
- Designate your new signature as your default in the “Signatures and Stationery” window to make sure it is included with every new message and replies or forwards you send.
PHOTOGRAPHY

The photographic style of SMPTE is action-based, meaning it shows Members in real-life situations.

Wherever possible, we like to use photos of actual members. Stock images are also allowed, but it is not permitted to pair stock photos with real people’s names or statements as if the models in the photos are the actual people mentioned.

It is important to us to show diversity in our photography. Do not focus exclusively on one ethnicity, gender, age range or social/economic status.
Any new creative designs and collateral need to be approved by the SMPTE home office. We request that all new materials be submitted to fkunkle@smpte.org prior to use. You may anticipate a response within 72 business hours.