



B R A N D S T Y L E G U I D E



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THE BRAND

SMPTE, Society of Motion Picture and Television 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 shows the SMPTE wordmark in a bold, black, sans-serif typeface. The letters are thick and blocky, with a modern, clean aesthetic. The 'S' and 'M' are particularly prominent due to their large, rounded shapes. The 'P' has a thick vertical stem and a short, horizontal crossbar. The 'T' is a simple, thick vertical stroke with a horizontal top bar. The 'E' is a thick vertical stroke with three horizontal bars of equal length. The overall impression is one of strength, stability, and technological precision.

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

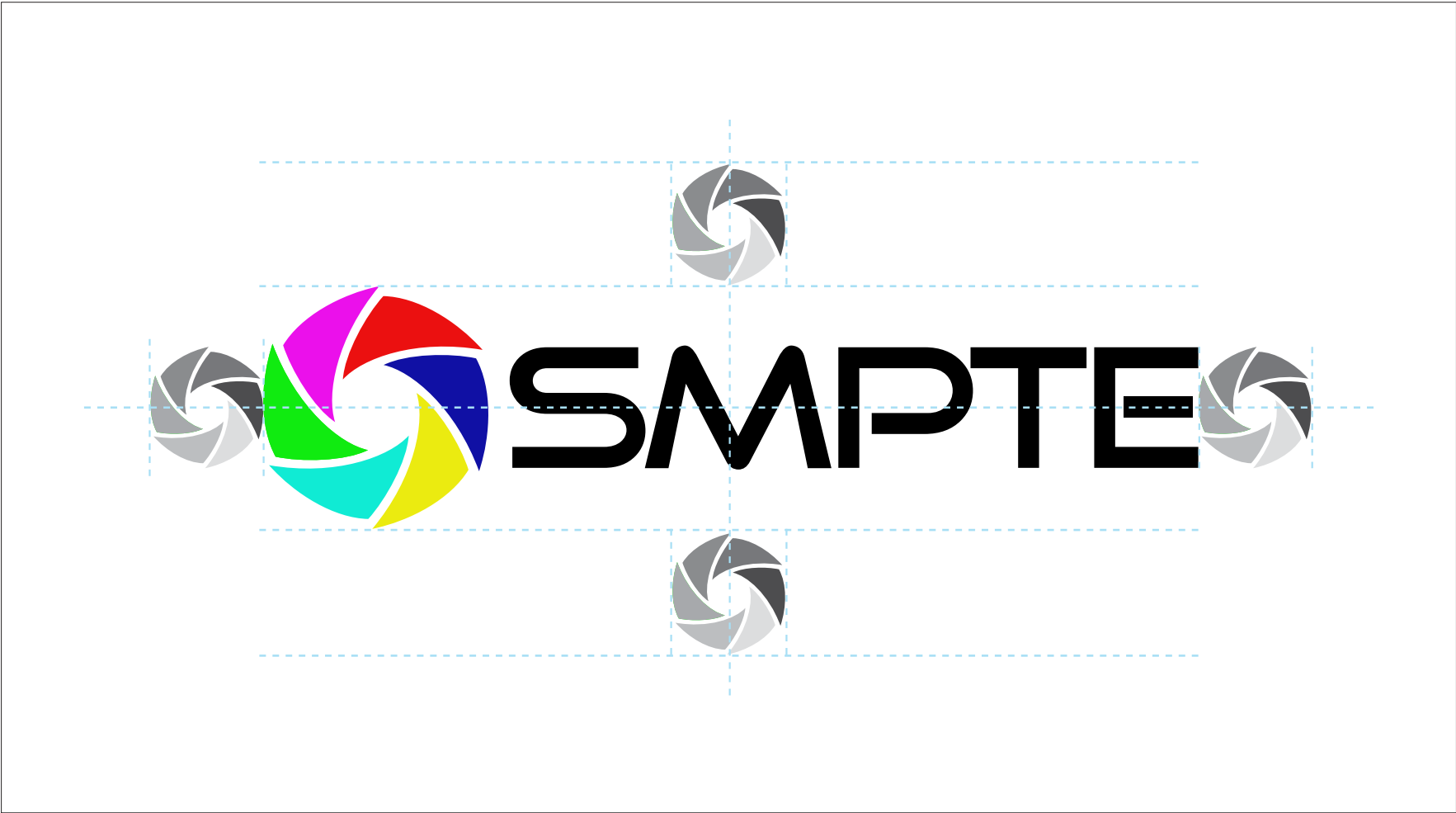
The combination of the wordmark and icon meets our most important goals for the new logo design. While the black font and color icon give each an identity, they complement each other in a way that provides proper balance of strength and vibrance. When joined, the combined attributes signify the fusion 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)

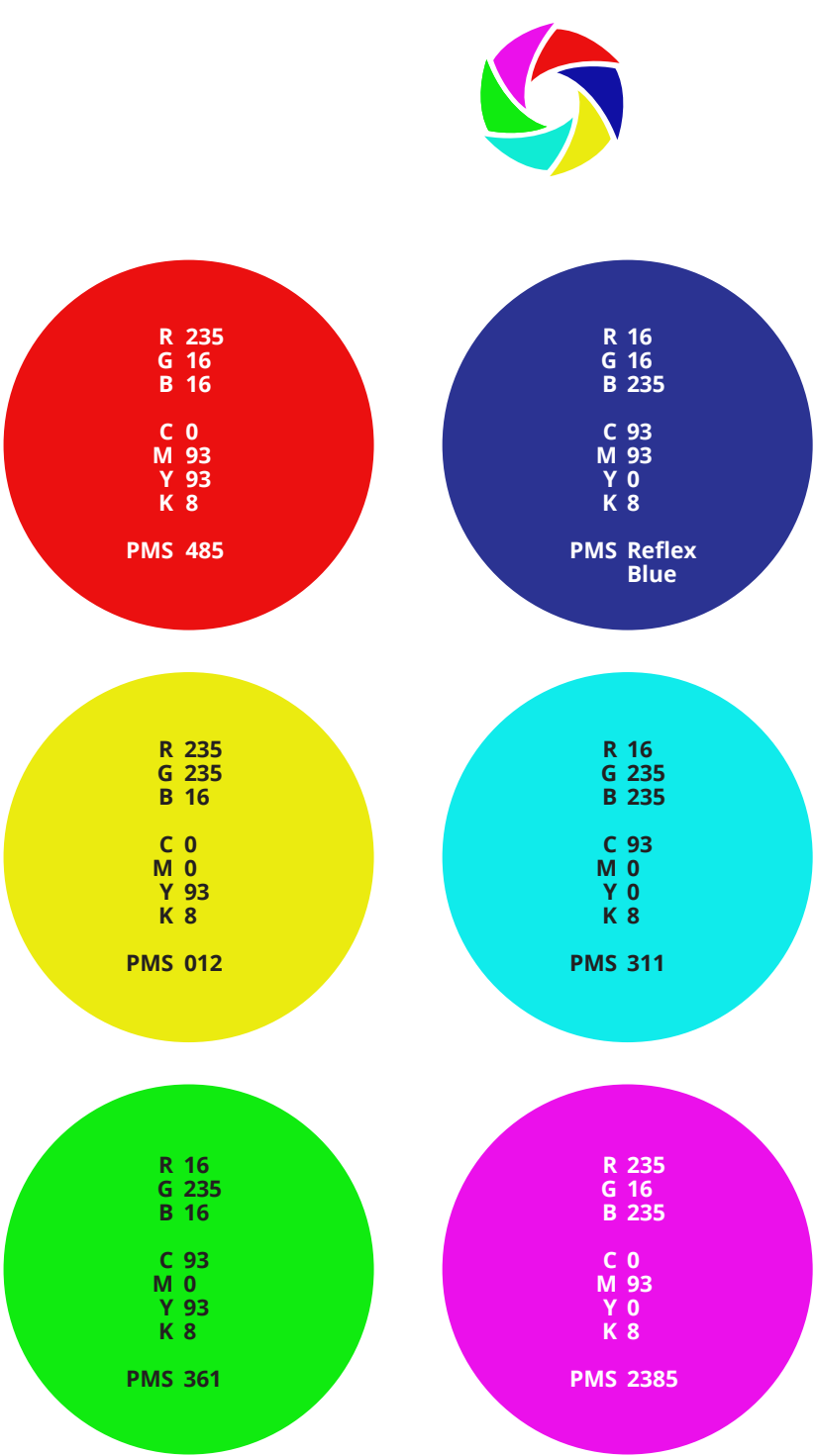


COLOR PALETTE

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



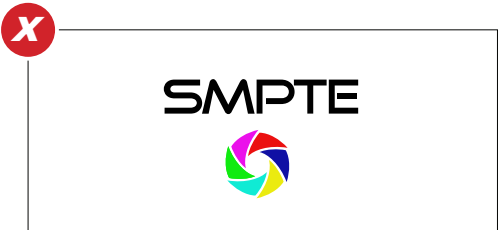
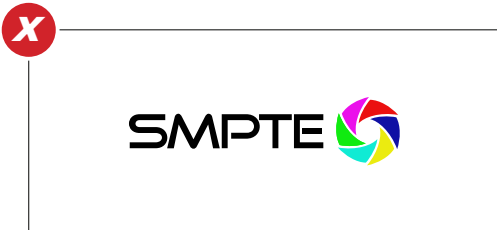
Master logo on purple



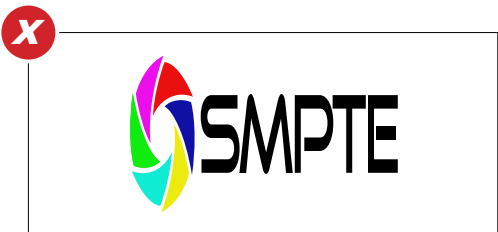
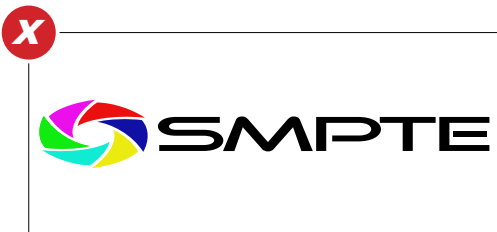
Blue logo on blue



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

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

plain body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@#%&

Open Sans Italic

accents

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@#%&

Open Sans Bold

highlights

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@#%&

Open Sans Bold Italic

highlight accents

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?@#%&

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 !?@#\$%&

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

TITLES

Subtitles

Example:

FIND A DOCUMENT

SMPTE Documents

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 Specifical process*, visit the TSP FAQ page.

Given the horizontal orientation of the SMPTE logo, permanent sub brand logos (primarily SMPTE Sections) should be designed with the sub brand name below the primary mark and the two separated by a thin line. The size and color (monotone) of the sub brand word mark should not compete with or detract from the primary mark.

If desired, it is permissible for a permanent sub brand logo to include a simple graphic icon as a visual representation of the sub brand; however, with the same condition of color and size to avoid detracting from the primary mark.

The SMPTE logo may also be used as a part of a special event logo, with adequate separation from other text or graphics. Color schemes must be compatible and the SMPTE word mark should not be repeated outside of the primary logo.

Plain text



Plain text with graphic



Logo combined with event



Without exception, only an approved tagline may be used in conjunction with the SMPTE logo, regardless of any existing sub brand taglines. By tagline, we mean a marketing phrase associated with the brand and used as part of the brand's identity.

The following tagline has been approved for use with the SMPTE logo;

The home of media professionals, technologist, and engineers

As it is not a component of the SMPTE logo, the size and placement of the tagline depend on its application and the environment in which it is used. Such appropriate applications are video, signage, slide presentations, merchandise, collateral and adequately sized social media images.

It is not appropriate for use where its type size (in relation to the SMPTE logo) would make it illegible.

The recommended font for this tagline is *Fira Sans Italic*.



The home of media professionals, technologists, and engineers

If the environment accommodates, the tagline should ideally be centered below the logo on a single line.



*The home of media professionals,
technologists, and engineers*

If the space does not permit, the tagline may be centered below the logo on two lines

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 an emotional 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.

