

# Summit Professional Networks Identity Guidelines

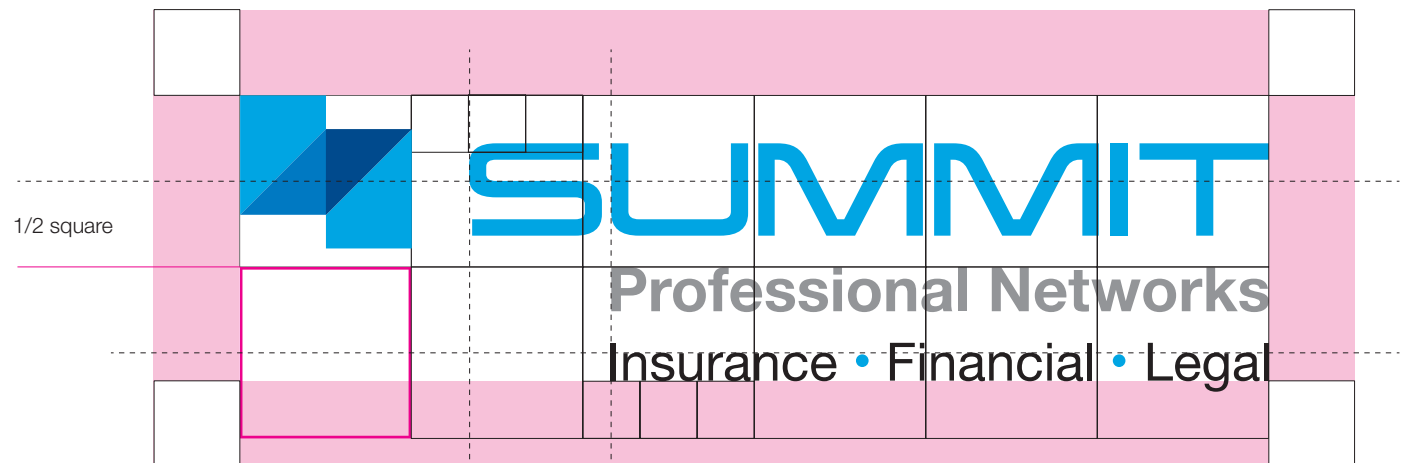
Guidelines on typography  
and the Summit Professional Networks mark

July 2013

## The logomark



## Logo clear space

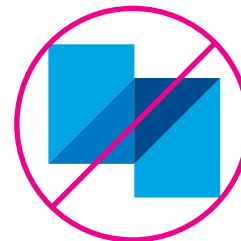


Clear space for all applications

## Logo elements



It is not permitted to show the icon of our logo as an independent graphic.  
It should never appear alone, and should not be used as a bullet point.



## Common logo mistakes



## Typography

Helvetica Neue Light

Light abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%(.,"'!/?)

Helvetica Neue Regular  
(slightly heavier)

Book abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%(.,"'!/?)

Helvetica Neue Bold

**Bold abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890\$%(.,"'!/?)**

Arial Regular

Arial Regular abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%(.,"'!/?)

**Arial Bold**

**Arial Bold abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890\$%(.,"'!/?)**

Typography is an integral part of any identity system. Our primary type family is Helvetica Neue. This highly readable sans serif font is clean, modern and straightforward. It comes in a variety of weights, adding great flexibility in designing such communications as annual reports, brochures, trade and online advertising, web sites as well as architectural signage.

For instances where the Helvetica Neue font is unavailable, i.e., online communications (html) and desktop applications (Word, PowerPoint, Excel), the use of Arial in Regular or Bold is acceptable.