

Summit Professional Networks Identity Guidelines

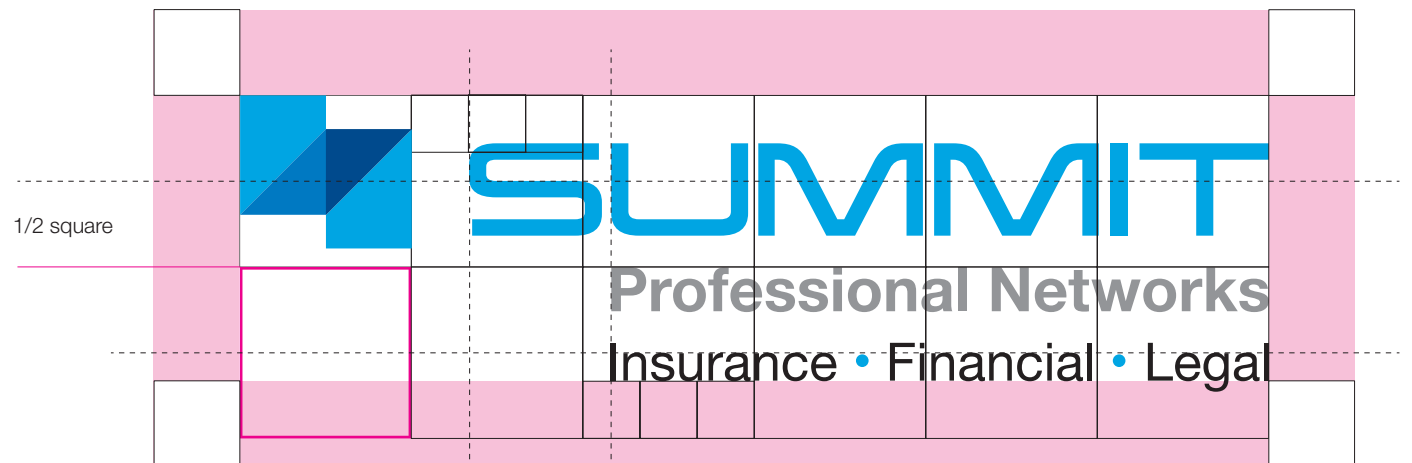
Guidelines on typography
and the Summit Professional Networks mark

July 2013

The logomark

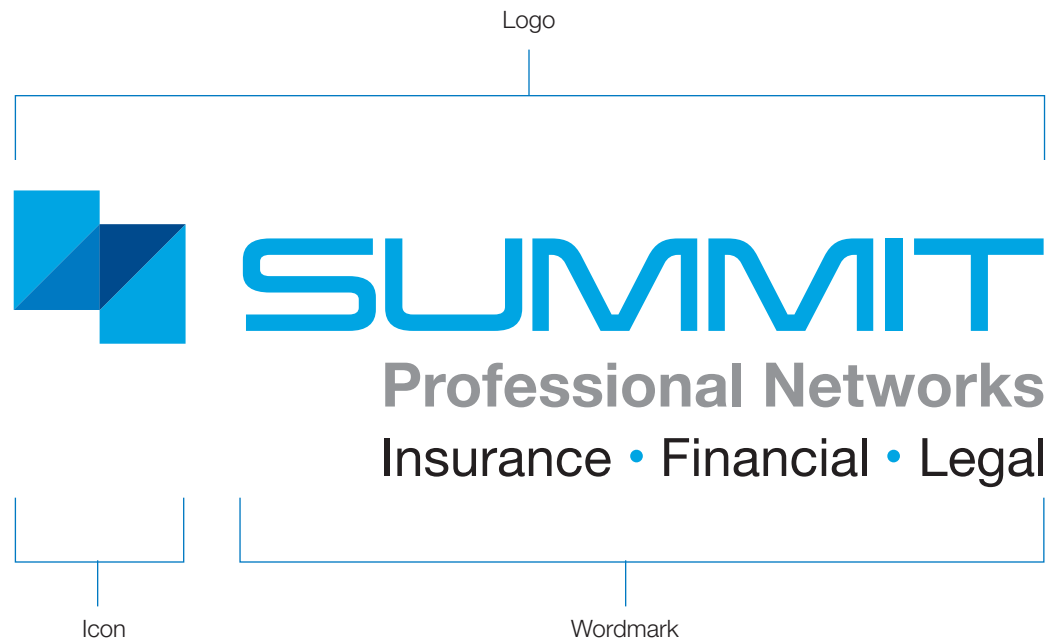


Logo clear space

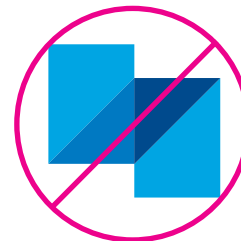


Clear space for all applications

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.


Colors

Primary


				
PMS 2995 c90m11y0k0 r0g154b210 HEX=2CA2E0	PMS 300 c100m44y0k0 r0g115b179 HEX=1878BE	PMS 288 c100m67y0k23 r50g75b130 HEX=1F4C8A	Black c0m0y0k100 r0g0b0 HEX=000000	50% Black c0m0y0k50 r147g149b152 HEX=999999




c100m44y0k0
r0g115b179



c0m70y100k0
r243g112b33



c65m20y100k0
r108g160b67



c65m75y0k0
r1137g89b116