

# SSPC Brand Identity & Design Standards

## How we look!

This is a guide to the basic elements that make up the SSPC brand. Have a read, it will help you get to know us a little better.

The SSPC brand identity is a carefully considered lockup of brandmark, typography and colour selection, all working together to create a distinctive look and feel that makes the SSPC brand instantly recognisable.

Simply put, the Brand Identity and Design Standards exist to provide clear, reliable and enduring guidance on how to use the SSPC Brand:

- 1 Maintain authenticity and build brand equity;
- 2 Provide more consistency and quality.

Our brand is a very valuable asset. We must treat it nicely.

The logo consists of the letters 'SSPC' in a bold, sans-serif font, followed by a stylized infinity symbol. The infinity symbol is composed of two interlocking hexagons, one slightly offset from the other, creating a continuous loop.

## SSPC Logo

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There are two SSPC corporate logos, a **horizontal** logo and a **stacked** option. Both are available in full colour versions (for use on white or light colour backgrounds) or single colour white (for use on dark colour backgrounds).

### Horizontal Logo

The horizontal SSPC logo is the preferred logo to be used when space or size is not restricted.



FULL COLOUR



SINGLE COLOUR

### Stacked Logo

The stacked SSPC logo works well for applications where space is an issue.



FULL COLOUR



SINGLE COLOUR

## SSPC Logo

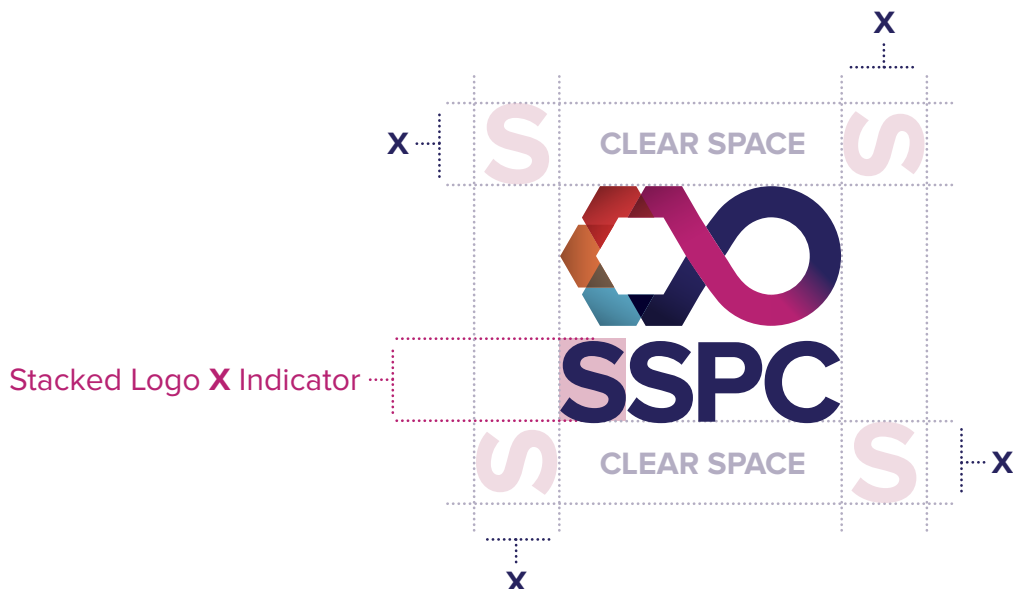
### Clear Space:

To ensure legibility, the SSPC logo must stand out and not be cluttered with competing elements. This is achieved by surrounding the logo with clear space that is kept free of any type or distracting graphics.

The minimum protection space (X) required on all sides of the logos is unique to each version of the brand, as shown below.



Horizontal Logo X Indicator



Stacked Logo X Indicator

## SSPC Logo

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### Logo Minimum Size:

Several logo versions can be used, depending on the available space or layout. Our logo must be recognisable and readable. To ensure legibility, we have set the minimum sizes for the reproduction of our logo.

#### Horizontal Lock-up



#### Vertical Lock-up



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### Social Media:

The stacked SSPC logo should be used for Social Media avatars



## SSPC Logo

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### Incorrect Logo Usage:

Do not change the proportion, composition, or orientation of the SSPC brand elements, or use it in an application that compromises legibility.



**Do not** resize the elements of the brand



**Do not** reposition elements of the brand



**Do not** change brand colours



**Do not** add elements to the brand



**Do not** stretch or distort the brand



**Do not** change the brand font



**Do not** use background colours that make the logo illegible



**Do not** use background imagery that makes the logo illegible

## Typography

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# SSPC

### Brand Fonts:

#### Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

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#### Proxima Nova Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

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### Web/Alternative Fonts:

For web use, or for print jobs where the corporate fonts are not available, the following free and open source fonts from Google Fonts can be substituted:

#### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

#### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

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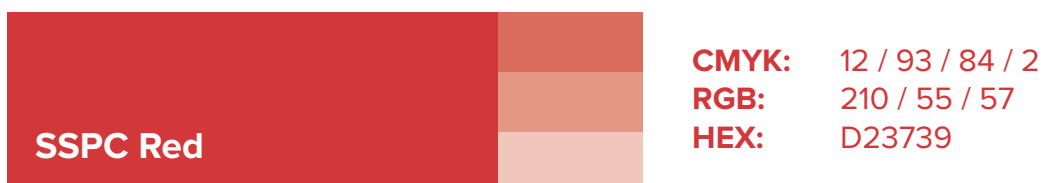
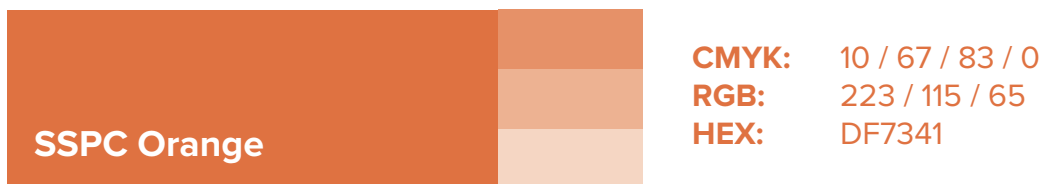
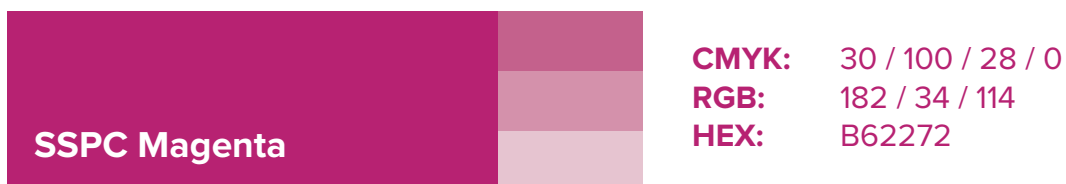
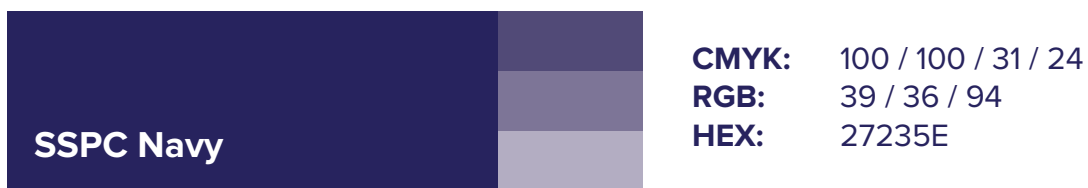
## SSPC Colour Palette

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Our colours are what gives us our personality. We are bold, colourful and confident. Our primary colour palette consists of Navy, Magenta, Blue, Orange and Red. Consistent colour use strengthens our brand identity.

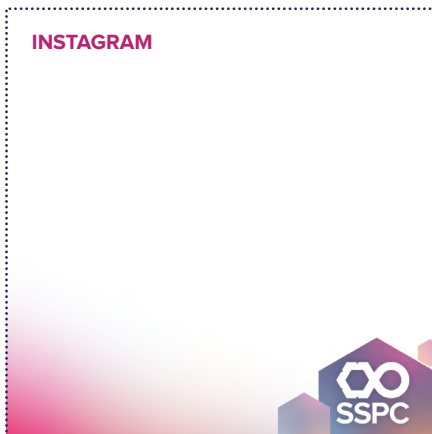
The SSPC colour palette is created using the CMYK colour set that is the industry standard for four colour printing. RGB and HEX equivalents are listed.

Tints of the colours and gradients fades between colours are acceptable as long as the integrity of the colours are maintained.



## Social Media Graphics

For social media posts (Instagram, Facebook & Twitter) a brand overlay layer has been created to help identify SSPC posts and reinforce the brand.





## Branding Examples



REPORT COVER



ROLLER PANEL



LETTERHEAD



PROMOTIONAL ITEMS