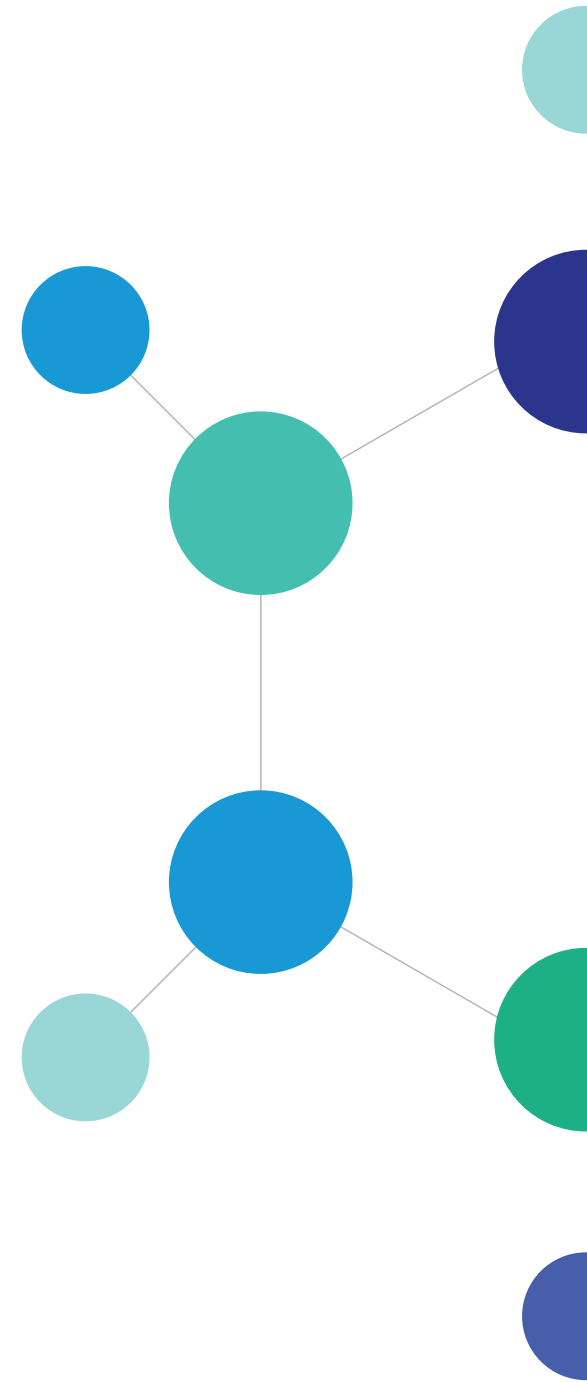
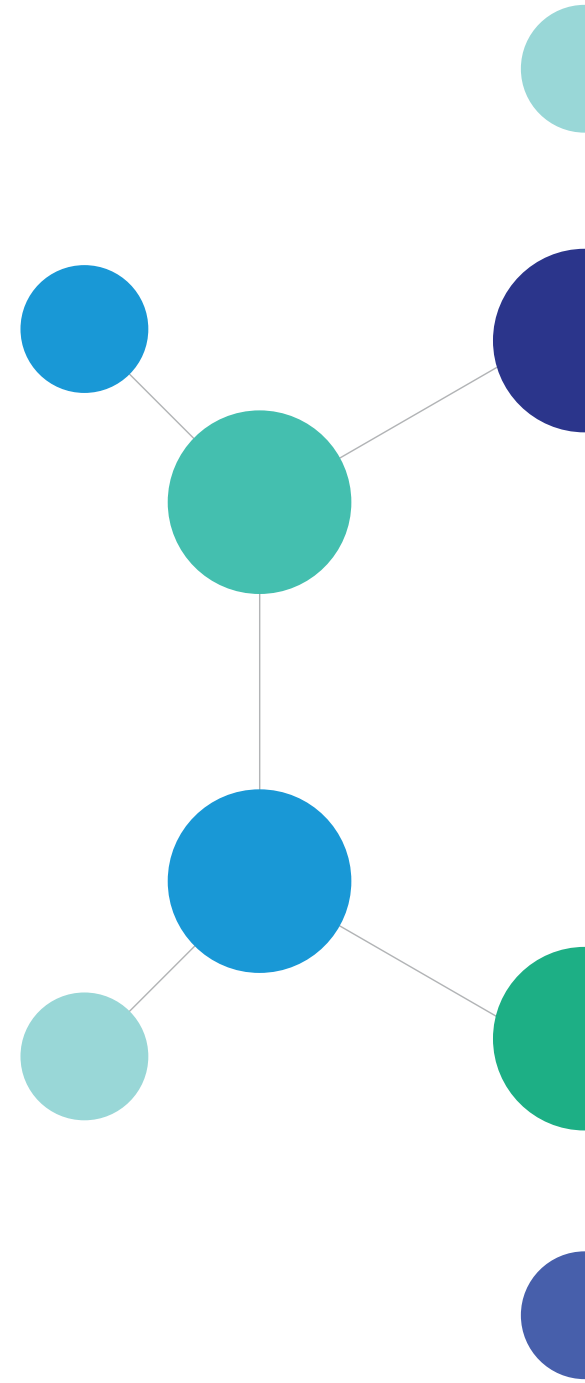




Interim Brand Guidelines



Brand Identity





OUR LOGO

The Socma logo is one of our key elements and should be used at all times unless space is at minimum.

OUR LOGO - PROTECTION

The clear space is measured by taking the height of the Socma word, shown with the X. This rule is designed to keep our brand uninterrupted



● DO - Place our full color logo on clean white backgrounds



● DON'T - Place on high contrast or vibrant colors



● DON'T - Scale the tagline separately



● DO - Place our white logo on dark backgrounds



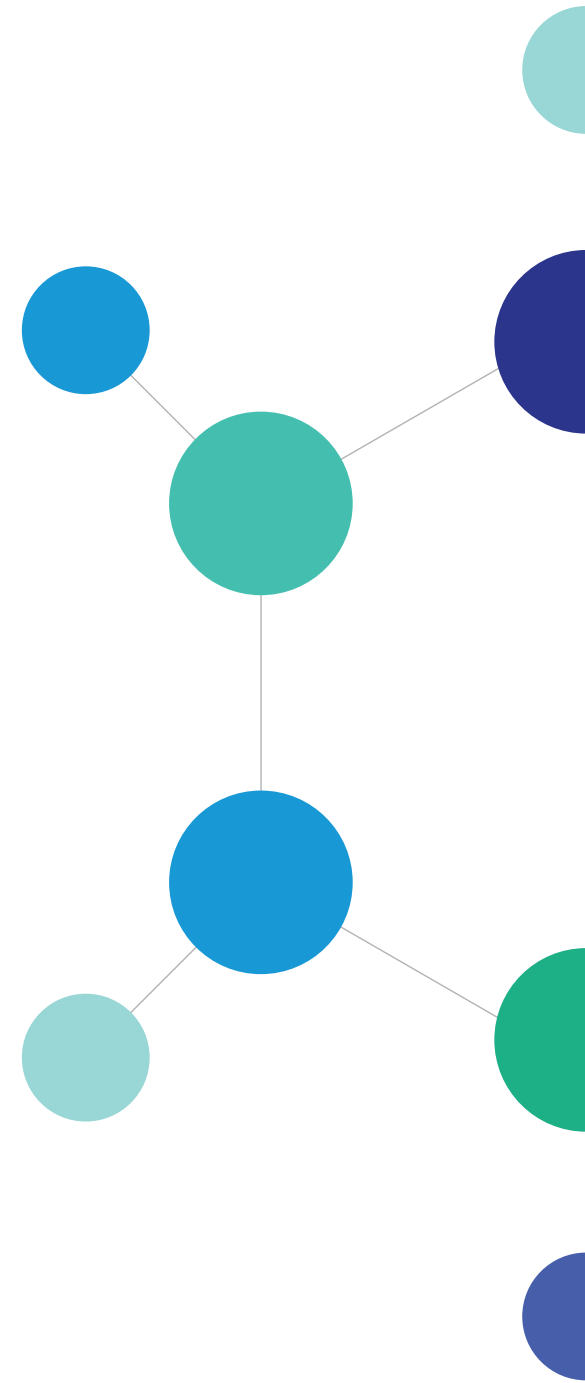
● DON'T - Change the color of our logo

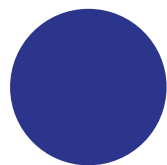


● DON'T - Place our white logo on light backgrounds

OUR LOGO - DO'S & DON'TS

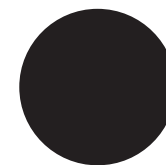
Colors



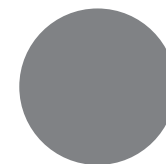


Pantone Blue 072 C
C100 M95 Y0 K3
R16 G6 B159

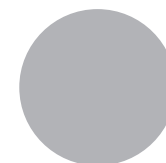
MASTER



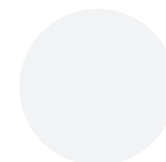
CO MO YO K100



CO MO YO K60



CO MO YO K35

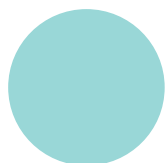


CO MO YO K5

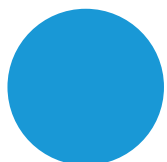
SUPPORTING



Pantone 3258 C
C59 M0 Y30 K0
R73 G197 B177



Pantone 324 C
C35 M0 Y14 K0
R156 G219 B217



Pantone 2925 C
C85 M21 Y0 K0
R0 G156 B222



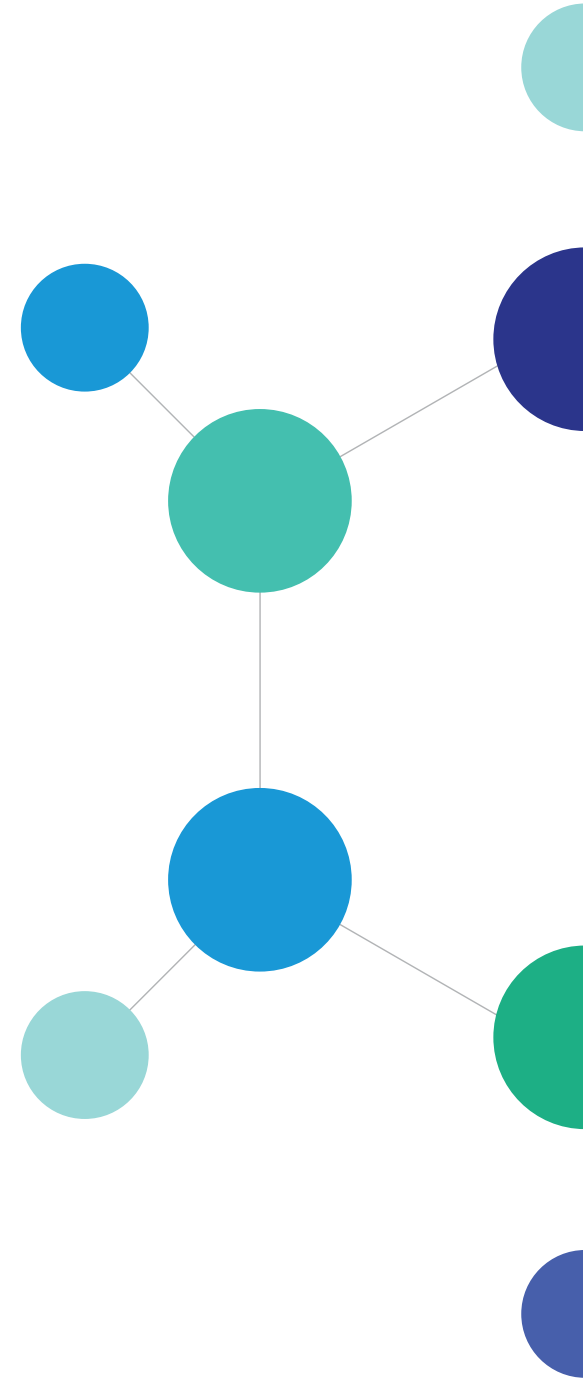
Pantone 3395 C
C66 M0 Y48 K0
R0 G195 B137

MASTER & SUPPORTING COLORS

Supporting colors must be used infrequently and not in large blocks, they must not detract or overpower our master brand

MONO COLORS

Fonts



PRIMARY FONT • FS ME – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**THE SPECTACLE BEFORE US WAS
INDEED SUBLIME.**

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

SUPPORTING FONT (BODY COPY) • ELLIOT SANS - REGULAR / BOLD

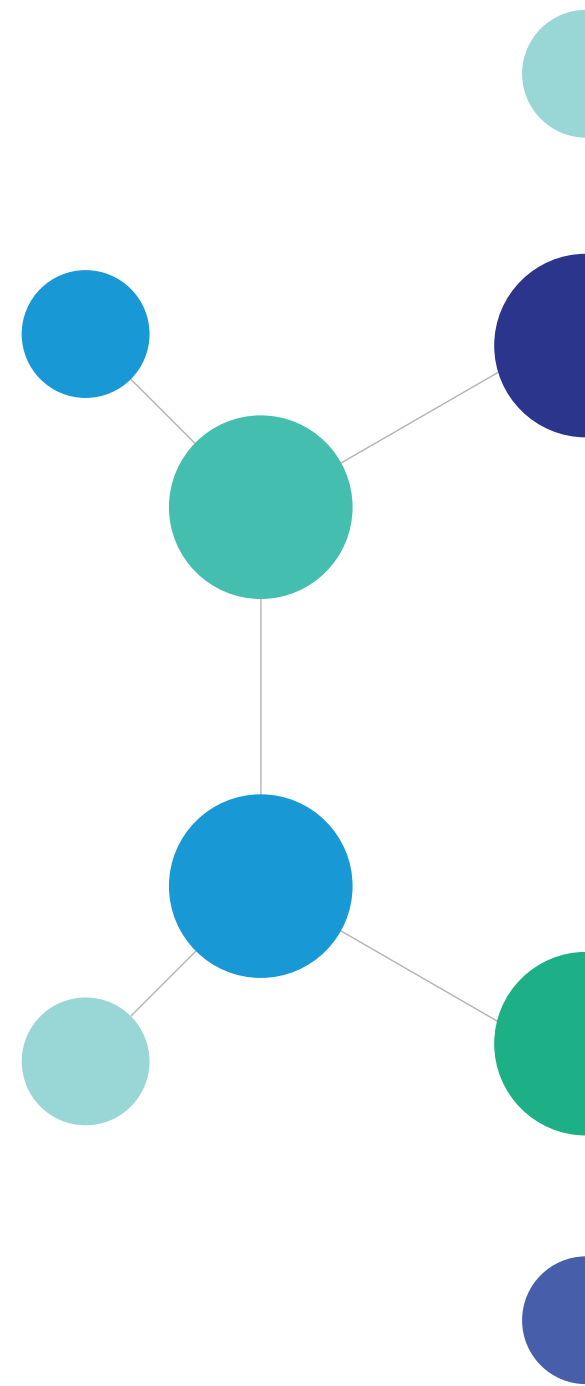
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

**THE SPECTACLE BEFORE US WAS
INDEED SUBLIME.**

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Imagery





BRAND IMAGERY - BASICS

- Clean simple and engaging • We are placing our members at the center of Socma
- Our focus is on their stories and the pride in being a Socma member • Images maintain original color with a darker background



BRAND IMAGERY - BRAND GRAPHIC

- To add an extra dimension to our imagery it is possible to overlay an image with our brand icon
- For this purpose, only half of the icon should be visible • It is generally used to the right of the image

Contact

Socma

1400 Crystal Drive, Suite 630

Arlington, VA 22202

T: (571) 348-5100

F: (571) 348-5138

INFO@SOCMA.COM

