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

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.
**OUR LOGO - DO’S & DON'TS**

- **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
Colors
Supporting colors must be used infrequently and not in large blocks, they must not detract or overpower our master brand.
Fonts
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.
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
• 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