What is the SME brand?

As a nonprofit organization, our purpose is to advance manufacturing and attract future generations. It’s what we do. It’s who we are. We fulfill this purpose through five business units:

**Tooling U-SME** – We build strong, knowledgeable manufacturing communities through professional development and training programs for companies, educators and individuals. With a friendly, consultative approach and customizable, innovative delivery methods, Tooling U-SME helps manufacturers and their workforce grow.

**Events** – Through interactive face-to-face events such as tradeshows and conferences, we serve as the manufacturing industry’s vital conduit. We create opportunities for people to share knowledge, showcase innovation, grow their businesses and build relationships.

**Membership** – SME is a resource for manufacturing knowledge, education and training. SME’s relationships with key stakeholders provide a macro-level outlook on manufacturing workforce trends, create industry-relevant expertise and engage a multifaceted community of subject matter experts.

**SME Education Foundation** – The SME Education Foundation serves the manufacturing industry by inspiring, preparing and supporting the advanced manufacturing workforce of the future. We connect people with a passion for manufacturing to opportunities and resources at all levels of the industry, through funding and outreach programs.

**Advanced Manufacturing Media** – SME’s media division publishes many printed and digital media products for the manufacturing industry that are typically supported by advertising revenue. This includes a monthly magazine, *Manufacturing Engineering*, annual industry yearbooks, technical papers, enewsletters, custom media projects, a website and more.

Together, these entities make up the SME brand. The SME brand is not limited to a logo or a tagline. Our brand is our corporate identity; it’s what comes to mind when people think about SME. Everything from advertising and marketing to press coverage, personal experience and word of mouth inform people about a brand. A strong brand image allows us to distinguish ourselves from our competitors as the industry leader and preeminent manufacturing resource.
What are brand standards?

Brand standards are requirements for reproducing our brand elements for print, online, broadcast and promotional items. To ensure the consistency, clarity and effectiveness of the SME brand, please adhere to the brand standards detailed in this guide for all branded elements, including but not limited to:

**Marketing and promotional materials**
- Apparel
- Online and any other electronic media
- Print ads
- Signage
- Billboards
- Videos and broadcast
- PowerPoint presentations
- Stationary

To make sure the SME logo is being used properly, all materials produced externally with the SME logo need to be reviewed and approved by the Creative Manager.

Copy should be reviewed by the appropriate subject matter expert in the SME organization or Marketing Manager, as well as the Communications Manager.
Why is brand consistency important?

Consistency creates credibility. It is the key to building a brand that our customers come to know, value and trust. As employees, we are all SME brand ambassadors. It is up to each of us to ensure that all the business units communicate with the same voice and image, demonstrating that each entity is part of the greater whole that is SME.
SME logos
Approved uses smaller than six inches.

For materials that require an SME logo smaller than six inches, such as print and promotional items, you may choose from the approved logo options shown below. You can find these on the Y:\Comm\SME BRAND Elements. Please consult the Creative Manager if you need help choosing the best treatment.
SME logos
Approved uses larger than six inches.

For materials that require an SME logo that is larger than six inches, such as billboards and signage, you may choose from the approved logo options below. You can find these on the Y:\Comm\SME BRAND Elements. Please consult the Creative Manager if you need help choosing the best logo treatment.
SME tagline treatments

The SME tagline is “Making the future. Together.” This is an element of the SME brand identity. Logo usage with or without the tagline is acceptable.

The placement of the tagline is such that the “M” in “Making” aligns left with the left leg of the “m” in “sme.”

Making the future. Together.
SME logos with taglines
Approved uses smaller than six inches.

If you are using an SME logo with tagline application that is smaller than six inches, such as print and promotional items, you may choose from the approved logo with tagline options shown below. You can find these on the Y:\Comm\SME BRAND Elements. Please consult the Creative Manager if you need help choosing the best treatment.
SME logos with taglines

Approved uses larger than six inches.

If you are using an SME logo with tagline application that is six inches or larger, such as billboards and signage, you may choose from the approved logo with tagline options shown below. You can find these on the Y:\Comm\SME BRAND Elements. Please consult the Creative Manager if you need help choosing the best treatment.
Unacceptable uses of the SME logo

It is extremely important for brand success that the SME brand identity, marks, program logos and other graphic elements be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all graphical elements. The examples on this and the following page illustrates unacceptable displays.

• **Do not** distort any portion of the identity.
• **Do not** tilt the identity.
• **Do not** change the tagline size.
• **Do not** alter the alignment of the tagline.
• **Do not** rearrange components in the identity.
• **Do not** apply effects.
• **Do not** remove the ® mark.
• **Do not** change the colors of the identity.
• **Do not** crop the logo.
Unacceptable uses of the SME logo (cont.)

<table>
<thead>
<tr>
<th>Distorted Proportion</th>
<th>Tilted</th>
<th>Altered Tagline Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Distorted SME Logo" /></td>
<td><img src="image" alt="Tilted SME Logo" /></td>
<td><img src="image" alt="Altered Tagline SME Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Moved Tagline</th>
<th>Rearranged Components</th>
<th>Effects Applied</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Moved SME Logo" /></td>
<td><img src="image" alt="Rearranged SME Logo" /></td>
<td><img src="image" alt="Effects SME Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Registration Marks Removed</th>
<th>Color Changed</th>
<th>Cropped</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Removed SME Logo" /></td>
<td><img src="image" alt="Color Changed SME Logo" /></td>
<td><img src="image" alt="Cropped SME Logo" /></td>
</tr>
</tbody>
</table>
Digital file formats

To ensure the best results, please use the appropriate digital format for producing SME-branded materials. Follow these guidelines:

.epsd – This format is vector art. This means it can be enlarged without losing resolution or pixelating.

.jpg, .png, .tif, .pdf – This file format must be used at 100% or smaller than the original file size. It will lose resolution and pixelate if enlarged above its original file size.

If you have questions or need help deciding which format is best, please contact the Creative Manager.
Color palette

The SME color palette consists of a primary palette and a secondary color palette of accent colors that provide enhancements and flexibility to the brand identity system.

Primary

**PANTONE® 540**
- CMYK: C100 M80 Y39 K37
- RGB: R13 G51 B83
- HEX: #153254

**PANTONE® 646**
- CMYK: C67 M39 Y13 K0
- RGB: R93 G138 B181
- HEX: #5f88b3

**PANTONE® 584**
- CMYK: C19 M5 S83 K0
- RGB: R215 G216 B83
- HEX: #d7d75f

**PANTONE® COOL GRAY 7C**
- CMYK: C0 M0 Y0 K50
- RGB: R147 G147 B147
- HEX: #969696

Secondary

**PANTONE® 3258C**
- CMYK: C64 M60 Y59 K0
- RGB: R74 G161 B138
- HEX: #4ea08a

**GRAY 90%**
- CMYK: C0 M0 Y0 K90
- RGB: R65 G65 B65
- HEX: #414141

**PANTONE® 123C**
- CMYK: C0 M24 Y94 K0
- RGB: R245 G216 B83
- HEX: #ffbe87

**PANTONE® 3145C**
- CMYK: C100 M56 Y38 K8
- RGB: R0 G117 B141
- HEX: #00788b

**PANTONE® 1797C**
- CMYK: C12 M95 Y84 K2
- RGB: R209 G50 B87
- HEX: #cf324b

**PANTONE® 290C**
- CMYK: C25 M6 Y3 K0
- RGB: R188 G217 B233
- HEX: #bcdeef
Color palette usage

Use the SME color palette in the proportions depicted by the size of the circles on this page. The largest circles show the primary color palette. The secondary colors are shown in proportionately smaller circles. Applying the color palette in these proportions will maintain the core brand identity color scheme and provide flexibility and variety across a broad range of SME communications.
Typography

The SME brand uses Proxima Nova for headlines and subheads and Neutraface Text for body copy. Arial is used as the digital alternative for website, email and other online communications.

Body copy style usage (light or book) is to be determined by the designer with consideration for the production of the piece.

Headline & Subheads

<table>
<thead>
<tr>
<th></th>
<th>Light</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROXIMA NOVA</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

Body

<table>
<thead>
<tr>
<th></th>
<th>Light</th>
<th>Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEUTRAFACE TEXT</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td></td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td></td>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
Typography (cont.)

Call outs

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Light Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Book Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web/Alternate

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Co-branding

There are many instances in which the SME logo appears in conjunction with other brands, such as for event shows and marketing materials. The following examples relate to the scenarios in which the SME logo will appear with event titles as the sole sponsor, lead sponsor and co-sponsor, respectively. Please note the phrase “produced by” is flush left with the “s” in “sme.” These logos are available on Y:\Comm\SME BRAND Elements.

**Sole sponsor/wholly owned (sme lockup)**

For SME’s wholly owned events, where it is the sole sponsor, use this orientation of event title and placement/orientation of the SME logo. Four versions can be used. The color, black, white or white with colored hurricane reversed out on a solid dark color.
Co-branding examples

Lead sponsor (with one or more subordinate sponsors)
When SME is the lead sponsor of an event that includes subordinate sponsors, the SME logo appears with the phrase “EVENT NAME is produced by “SME” to denote its lead sponsor role. Logos of other sponsors appear at the same size as the SME logo, however, the SME logo always appears first.

Co-sponsor (with equal sponsors such as Fabtech)
In this scenario, SME and other co-sponsor logos will be of the same height, width and/or scale. The SME logo size and scale will be set as follows: the height of the icon will determine the ascender line and the typography of the logo will determine the baseline. The most common scenario will be a horizontal placement of all co-sponsor logos, one color or reversed out of a solid color.

The distance between the SME logo and the other sponsor must be the same as the M height of the phrase “EVENT NAME produced by SME.” This phrase should be centered in the entire space used by the SME and partner logos. The space between the phrase and the logo lockup is the same as the “M” height of the phrase.

In the case where no “produced by” phrase is used, the minimum space between the SME logo and the other co-sponsor logos should be equivalent to the width of the “m” in SME.
Corporate full-page ads

Below are the latest options for SME corporate branding ads. The ads were designed to provide the flexibility to focus on specific industries simply by changing the photos and the messaging, while maintaining a consistent look and feel.
Corporate half-page ads

The SME corporate branding ads have also been formatted for half-page ads, as depicted below. The ads are designed to provide the flexibility to focus on specific industries simply by changing the photos and the messaging, while maintaining a consistent look and feel.

Advancing manufacturing. Enriching people.

SME is dedicated to the continuing growth and success of the manufacturing industry. Through our industry expertise, resources and leading-edge training and development, we connect people with manufacturing solutions and enrich the next generation of manufacturing professionals.

sme.org
Corporate banner ads

A digital format of the SME corporate ad has been developed to provide consistent messaging across all media. The ads are designed to provide the flexibility to focus on specific industries simply by changing the photos and the messaging, while maintaining a consistent look and feel.

**400 X 60 BANNER AD**

Advancing manufacturing. Enriching people.

**ANIMATED GIF**

Frame 1

Frame 2
Corporate brochure

The latest corporate brochure provides a comprehensive overview of SME and our services. It also includes a pocket that can house additional materials and a place for a business card.
The SME fact sheet provides a quick overview of SME and showcases the corporate look and feel.

SME is an organization for individuals, students, educators and companies involved in all facets of manufacturing. Founded in 1932, it is dedicated to advancing and educating the manufacturing industry. This is accomplished through a variety of tactics and outlets including events, media, membership, training and development, and an education foundation. SME focuses to afford access to areas of manufacturing, aerospace and defence, medical and motorized vehicles.

Follow SME on Twitter or Facebook for the latest updates and news from the manufacturing industry.

SME Education Foundation

The SME Education Foundation’s mission is to prepare youth for advanced manufacturing careers through outreach programs encouraging more than 60,000 students over the years to study science, technology, engineering and mathematics (STEM), with a particular focus on technology and engineering. This is accomplished through providing scholarships, grants and in-kind gifts, as well as offering online programs.

SME Membership

SME members are successful manufacturing practitioners and business owners with experience across a variety of fields and from leading manufacturing companies and institutions, including Boeing, Constable, Ford Motor Co., General Motors, Airbus, Northrop Grumman, John Deere, America Makes and many more.

SME Media

SME’s Advanced Manufacturing Media group is a leading source for news and in-depth technical information about advanced manufacturing in North America. It serves an audience of more than 50,000 manufacturing professionals who subscribe to its trusted Manufacturing Engineering magazine, three-day annual product briefings, technical papers, and other resources. These resources include articles, case studies, white papers, interviews, and analyses on advanced manufacturing, aerospace and defense, medical and motorized vehicle topics.

SME Training & Development

Tooling U-SME is an industry leader in manufacturing training and development. The organization works with educational institutions as well as manufacturers, including Fortune® 500 companies across manufacturing industries to build the workforce of the future. Hundreds of thousands of individuals and companies rely on Tooling U-SME’s expertise, relationships and online learning and assessment programs to address specific needs.

SME Events

SME events are value-driven, face-to-face marketing solutions to jumpstart personal relationships with manufacturing decision makers. Annually, more than 90,000 manufacturing professionals from leading companies choose SME events to learn from world-class presenters and show exhibits that same passion for innovative products, innovations in manufacturing reports, and sponsored solutions in the industry’s most complex problems.
Twitter card

The SME Twitter card lists all of our hashtags to make it easy for customers to follow SME on Twitter.
SME letterheads

For all communications requiring a letterhead, please use the SME letterheads shown below. There are US and Canadian versions in color and black and white. You can find these on the Y:\Comm\SME BRAND Elements.
Employee email signature

To ensure consistency across all our communications, we ask that all SME employees format their electronic signature as follows:

Name
Title
One SME Drive | Dearborn, MI 48128 | sme.org
Email@sme.org | O: 313.425.1234

For your convenience, you can find the template above on Y:Drive/Comm/SME BRAND Elements. Simply copy and paste the template into the Signature Box located in Outlook/File/Options/Mail/Signatures, then customize it with your contact information. You may also add your social media links, if you wish.
Boilerplate

We’ve developed boilerplate copy for each of the SME business units to ensure consistency in our communications with various audiences. Please use these boilerplates as needed. You can check the Media Center on sme.org/media-center to make sure you’re using the most up-to-date versions.
Membership/Chapter logos

Below is an example of the SME logo customized for specific membership chapters. If you need a logo made for a specific chapter, email editor@sme.org. The same guidelines apply to the use of these logos as the SME corporate logo. If you need assistance, please contact the Creative Manager.
SME business units

As we shape our brand identity, some of our business unit names have undergone changes. It is critical that we reference the complete business unit names consistently, to help the public adopt the correct names and recognize them as part of our brand:

**SME** - Our legal name is Society of Manufacturing Engineers and will still appear on legal documents. However, as our brand name, it is important that we continue to refer to ourselves as “SME.”

**Tooling U-SME** - While it is fine to shorten the name to “Tooling U” or “TU” internally, when we communicate to people outside of our organization, either verbally or in writing, always use the full name, “Tooling U-SME.”

**SME Membership** - Always specify “SME Membership” to help instill the SME branding.

**SME Education Foundation** - Internally, we may use references like “SME-EF,” but externally, we should always use the full name. After the first reference, you may refer to the SME Education Foundation as simply “the Foundation.” Also, when referencing PRIME, always spell it out on first mention, followed by the acronym in parentheses, as follows: Partnership Response in Manufacturing Education (PRIME). After the first mention, you can simply use the acronym.

**SME’s Advanced Manufacturing Media** - Is the business name of SME’s media division, which publishes many printed and digital media products that are typically supported by advertising revenue. This includes a monthly magazine, annual industry yearbooks, technical papers, enewletters, custom media projects, a website and more. The business name should be used strictly in reference to the business unit and not in place of the magazine. For reference purposes, it is appropriate to say “Advanced Manufacturing Media is the publisher of Manufacturing Engineering magazine and other media products.” It is also appropriate to say, “SME’s Advanced Manufacturing Media group is the publisher of Manufacturing Engineering magazine.”

Further, *Manufacturing Engineering* is the name of the monthly magazine published by SME’s Advanced Manufacturing Media group. The words “Manufacturing Engineering” should be italicized in all uses. The word magazine should follow the usage whenever appropriate, as in “Manufacturing Engineering magazine is a trusted source of advanced manufacturing news and technical information.” On second reference, it is acceptable to use ME or ME magazine, which is preferred for clarity; the abbreviated form of the magazine should not be italicized. For reference purposes, it is appropriate to say “Manufacturing Engineering magazine is a publication of SME’s Advanced Manufacturing Media.”
SME Education Foundation & PRIME brand standards

The SME Education Foundation logo builds on the SME brand, by using the SME logo and adding the business unit name, “Education Foundation.” Further, the Partnership Response in Manufacturing Foundation (PRIME) logo is always paired with the SME Education Foundation logo. For the SME Education Foundation- or PRIME-specific materials, you may choose from the following approved logo options. Please consult the Creative Manager to help you choose the best logo treatment.

Also, to ensure the SME Education Foundation and PRIME logos are being used properly, all materials produced externally with these logos need to be reviewed and approved by the Creative Manager.

Copy should be reviewed by the SME Education Foundation Marketing Manager and the Communications Manager.
SME-EF logos
(Approved uses without tagline)
SME-EF logos
(Approved uses with tagline)

You may use the SME Education Foundation logo with or without the tagline, “Inspire. Prepare. Support.” To use the logo with the tagline, choose from the following approved options. Please consult the Creative Manager to help you choose the best treatment.
Unacceptable uses of the SME-EF logo

It is extremely important for brand success that the SME brand identity, marks, program logos and other graphic elements be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all graphical elements. The examples on this and the following page illustrates unacceptable displays.

- **Do not** distort any portion of the identity.
- **Do not** tilt the identity.
- **Do not** change the tagline size.
- **Do not** alter the alignment of the tagline.
- **Do not** rearrange components in the identity.
- **Do not** apply effects.
- **Do not** remove the ® mark.
- **Do not** change the colors of the identity.
- **Do not** crop the logo.
Unacceptable uses of the SME-EF logo (cont.)

<table>
<thead>
<tr>
<th>Distorted Proportion</th>
<th>Tilted</th>
<th>Altered Tagline Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Distorted Logo]</td>
<td>![Tilted Logo]</td>
<td>![Altered Tagline Logo]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Moved Tagline</th>
<th>Rearranged Components</th>
<th>Effects Applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Moved Tagline Logo]</td>
<td>![Rearranged Components Logo]</td>
<td>![Effects Applied Logo]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>® Removed</th>
<th>Color Changed</th>
<th>Cropped</th>
</tr>
</thead>
<tbody>
<tr>
<td>![® Removed Logo]</td>
<td>![Color Changed Logo]</td>
<td>![Cropped Logo]</td>
</tr>
</tbody>
</table>
PRIME logos
(Approved uses without tagline)
PRIME logos
(Approved uses with tagline)
Unacceptable uses of the PRIME logo

It is extremely important for brand success that the SME brand identity, marks, program logos and other graphic elements be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all graphical elements. The examples on this and the following page illustrates unacceptable displays.

• **Do not** distort any portion of the identity.
• **Do not** tilt the identity.
• **Do not** change the tagline size.
• **Do not** alter the alignment of the tagline.
• **Do not** rearrange components in the identity.
• **Do not** apply effects.
• **Do not** outline the logo.
• **Do not** change the colors of the identity.
• **Do not** crop the logo.
Unacceptable uses of the PRIME logo (cont.)

<table>
<thead>
<tr>
<th>Distorted Proportion</th>
<th>Tilted</th>
<th>Altered Tagline Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="PRIME Logo" /></td>
<td><img src="image" alt="PRIME Logo" /></td>
<td><img src="image" alt="PRIME Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Moved Tagline</th>
<th>Rearranged Components</th>
<th>Effects Applied</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="PRIME Logo" /></td>
<td><img src="image" alt="PRIME Logo" /></td>
<td><img src="image" alt="PRIME Logo" /></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Outlined</th>
<th>Color Changed</th>
<th>Cropped</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="PRIME Logo" /></td>
<td><img src="image" alt="PRIME Logo" /></td>
<td><img src="image" alt="PRIME Logo" /></td>
</tr>
</tbody>
</table>
The SME Education Foundation and PRIME use the same color palette as SME. The color palette consists of a primary palette and a secondary color palette of accent colors that provide enhancements and flexibility to the brand identity system.

**Primary**

**PANTONE® 540**
- CMYK: C100 M60 Y39 K37
- RGB: R13 G51 B83
- HEX: #153254

**PANTONE® 646**
- CMYK: C67 M39 Y13 K0
- RGB: R93 G138 B181
- HEX: #5688B3

**PANTONE® 584**
- CMYK: C19 M55 Y83 K0
- RGB: R215 G216 B83
- HEX: #D6D65E

**PANTONE® COOL GRAY 7C**
- CMYK: C0 M0 Y0 K50
- RGB: R147 G147 B147
- HEX: #969696

**Secondary**

**PANTONE® 3258C**
- CMYK: C64 M40 Y59 K0
- RGB: R74 G161 B138
- HEX: #4E4064

**GRAY 90%**
- CMYK: C0 M0 Y0 K90
- RGB: R65 G65 B65
- HEX: #464646

**PANTONE® 123C**
- CMYK: C0 M24 Y94 K0
- RGB: R13 G51 B83
- HEX: #801B83

**PANTONE® 3145C**
- CMYK: C100 M56 Y38 K8
- RGB: R245 G196 B36
- HEX: #FFC72C

**PANTONE® 1797C**
- CMYK: C12 M95 Y84 K2
- RGB: R209 G50 B87
- HEX: #00788B

**PANTONE® 290C**
- CMYK: C25 M6 Y3 K0
- RGB: R188 G217 B233
- HEX: #BCD9E9
SME-EF & PRIME color palette

Use the color palette in the proportions depicted by the size of the circles on this page. The largest circles show the primary color palette. The secondary colors are shown in proportionately smaller circles. Applying the color palette in these proportions will maintain the core brand identity color scheme and provide flexibility and variety across a broad range of SME-EF and PRIME communications.
SME-EF & PRIME typography

SME-EF and PRIME uses the same fonts as the SME brand. Proxima Nova is for headlines and subheads and Neutraface Text is for body copy. Arial is used as the digital alternative for website, email and other online communications.

Body copy style usage (light or book) is to be determined by the designer with consideration for the production of the piece.

Headline & Subheads

<table>
<thead>
<tr>
<th>Light</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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<td>1234567890</td>
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</tbody>
</table>

Body

<table>
<thead>
<tr>
<th>Light</th>
<th>Book</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>
SME-EF & PRIME typography (cont.)

Call outs

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Light Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

**Book Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Web/Alternate

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
SME-EF & PRIME photography

All photography used for the SME Education Foundation and PRIME marketing communications should depict students of high school or college age, grades 9-16. The only exception is photography for communications about the Gene Haas Scholarship. These photos can depict people who are older than college age.
Co-branding

For communications that require co-branding, the SME Education Foundation and PRIME logos can appear with other sponsor logos. The following examples depict the appropriate ways to apply the SME Education Foundation logo or PRIME/SME Education Foundation logo in conjunction with another brand.
SME-EF letterheads

For all communications requiring a letterhead, please use the SME-EF letterheads shown below. There versions are available in color and black and white with and without the board members names. You can find these on the Y:\Comm\SME BRAND Elements.
Contacts

If you require assistance with determining correct logo usage for a particular document, please contact the SME Creative Manager.