STYLE GUIDE
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview—Purpose of the Style Guide</td>
<td>3</td>
</tr>
<tr>
<td>About SSPA</td>
<td>4</td>
</tr>
<tr>
<td>Mission</td>
<td>4</td>
</tr>
<tr>
<td>Values</td>
<td>4</td>
</tr>
<tr>
<td>Brand Attributes</td>
<td>5</td>
</tr>
<tr>
<td>Logo Specifications</td>
<td>6</td>
</tr>
<tr>
<td>Clear Area</td>
<td>6</td>
</tr>
<tr>
<td>Size</td>
<td>7</td>
</tr>
<tr>
<td>Icon Graphic</td>
<td>8</td>
</tr>
<tr>
<td>Logo Usages</td>
<td>9</td>
</tr>
<tr>
<td>Color Options</td>
<td>9</td>
</tr>
<tr>
<td>Unacceptable use</td>
<td>10</td>
</tr>
<tr>
<td>Background Use</td>
<td>11</td>
</tr>
<tr>
<td>Logo Color</td>
<td>12</td>
</tr>
<tr>
<td>Color Palette</td>
<td>13</td>
</tr>
<tr>
<td>Primary Colors</td>
<td>13</td>
</tr>
<tr>
<td>Secondary Colors</td>
<td>13</td>
</tr>
<tr>
<td>Typography</td>
<td>14</td>
</tr>
<tr>
<td>Primary Professional Typefaces</td>
<td>14</td>
</tr>
<tr>
<td>Non-Design Typeface</td>
<td>15</td>
</tr>
</tbody>
</table>
OVERVIEW
PURPOSE OF THE STYLE GUIDE

The Scientific Society Publisher Alliance (SSPA) Style Guide provides guidance on the messaging, visual elements, and communication elements of the SSPA brand.

This style guide is meant to give members, partners, stakeholders, and media professionals direction to be able to clearly and cohesively use the SSPA brand.
ABOUT SSPA

MISSION

The Scientific Society Publisher Alliance (SSPA) is dedicated to identifying and disseminating vital scientific research, by scientists for science. Our not-for-profit societies provide authors with the opportunity to have their work validated by peers in a fair manner for publication in a prestigious journal managed by working scientists. By reinvesting in the community, the members of the SSPA are committed to delivering important discoveries worldwide.

VISION

Promoting discovery by publishing the best research for our scientific communities
ABOUT SSPA

BRAND ATTRIBUTES

After interviewing authors from various audience segments and scientific fields, and discussions with the stakeholders represented in the Journal Consortium, the following concepts emerged as key attributes applicable to all society journals:

PRESTIGE
- Published by highly-regarded and prominent specialty societies
- Editors are scientists who are leaders in the field

FIT & TARGETED
- Highly relevant content for the specialty community served
- Key audience reads these journals
- Contributes to the advancement of the community

NOT-FOR-PROFIT
- Revenue supports the community & the science; not shareholders

PEER APPROVED & VALIDATED
- Acceptance by your peers
- Approval of your community
- Peer-edited

BY PRACTICING SCIENTISTS, FOR SCIENCE
- Protector of scientific integrity
- Content is curated and published based on the value of the science

ACCESSIBLE
- Welcoming and supportive to authors
- Supports the specialty community
- Inclusive of authors at all career stages and skill levels
The SSPA logo consists of three elements: the alliance name, the icon formed with the acronym of the alliance name and the journal page ascension graphic, and the tagline. Whenever possible this arrangement of the logo known as the “lockup” should be maintained when used as the alliance identification or signature.

There should always be sufficient space around the logo to keep it clear of distracting elements such as type, photos, and illustration. When placing the logo over photographs, make sure there is sufficient contrast against the background so the logo reads clearly.
LOGO SPECIFICATIONS

SIZE

When using the SSPA logo, a variety of configurations are supplied to fit different size requirements. Be sure to select the proper logo and file format to ensure visibility and clarity when printed or displayed.

Use this configuration when the logo is reproduced at least 1.5 inches wide.

When using the SSPA logo below 1.5 inches wide, select one the configurations shown below. When the logo has to be less than 1 inch, it is acceptable to use this configuration without the tagline. The logo must be larger than 0.5 inch.
LOGO USAGES

ICON GRAPHIC

It is acceptable to break the lock-up if the full society name appears elsewhere in the design. If the lock-up is broken in a multi-page document, the society name and logo must appear on 1 page together first, prior to using the pieces separately in subsequent pages layouts.

EXAMPLE
LOGO USAGES

COLOR OPTIONS

Ideally, the logo should be printed on a white or very light background. In instances where it is used on a dark background the logo must appear white or at no less than a 70% screen. It should never appear over a photo, gradient, or texture that interferes with readability.

ONE-COLOR LOGO OPTIONS

REVERSED LOGO OPTIONS
LOGO USAGES

UNACCEPTABLE USE

The logo is the unique expression of the alliance identity and visual continuity. To properly strengthen the alliance identity and its effectiveness, care must be taken to ensure correct and consistent logo use in every application. Altering or redrawing the logo in any way weakens the power of the image and the message behind it. Consistency is key. Some common misuses are shown on this page. Please note, the logo should never appear over a photo, gradient, or a texture that interferes with readability.

- Repositioning any logo components
- Distorting the logo
- Scaling the logo components separately
- Adding interfering design elements
- Reassigning logo colors
By controlling the background on which the logo is placed, we assure logo legibility and brand integrity. Although it is impossible to foresee every design challenge, some general guidelines can help ensure that the logo is always displayed to its best potential.

When confronted with a background that might interfere, consider these options: select a different image or less active part of the same image, screen the background image or pattern, use a one-color or reverse-color logo.

Shown are some examples of acceptable and unacceptable background use.
LOGO USAGES

LOGO COLOR

The SSPA logo consists of Pantone 3268C and Pantone Cool Gray 9C. The logo can be printed in Pantone Matching System (PMS) colors, four-color process, or black.

PMS colors are the preferred commercial reproduction method for the logo, however, when PMS inks are not available, use the 4-color formula shown here. When specifying colors within the Microsoft Office Suite including PowerPoint, use the RGB values listed for best color match. When selecting colors for Internet applications, use the HTML values.

- **PMS 3268C**
  - C90 M0 Y59 K0
  - R0 G171 B142
  - HTML #00AB8E

- **PMS Cool Gray 9C**
  - C26 M16 Y13 K52
  - R117 G120 B123
  - HTML #75787B
COLOR PALETTE

PRIMARY COLORS

The SSPA primary colors are 3268C and Pantone Cool Gray 9C that appear in the logo.

- **PMS 3268C**
  - C90 M0 Y59 K0
  - R0 G171 B142
  - HTML #00AB8E

- **PMS Cool Gray 9C**
  - C26 M16 Y13 K52
  - R117 G120 B123
  - HTML #75787B

SECONDARY COLORS

A selection of secondary colors has been defined to aid in design. These colors can be used for accent and differentiation in support of the logo color or in combination with black.

- **PMS 7684C**
  - C94 M60 Y0 K0
  - R56 G94 B157
  - HTML #385E9D

- **PMS 143C**
  - C0 M29 Y90 K0
  - R241 G180 B52
  - HTML #F1B434

- **PMS 382C**
  - C28 M0 Y100 K0
  - R196 G214 B0
  - HTML #C4D600

- **PMS 7677C**
  - C70 M74 Y0 K0
  - R111 G80 B145
  - HTML #6F5091

- **PMS 179C**
  - C0 M87 Y85 K0
  - R224 G60 B49
  - HTML #E03C31

- **PMS 312C**
  - C80 M0 Y8 K0
  - R0 G169 B206
  - HTML #00A9CE
The SSPA logo typeface is DIN Offc. To coordinate with DIN Offc, another font family has been selected for professional graphic applications—Avenir LT Std (sans serif). When using Microsoft Office applications use Calibri (sans serif).

**PRIMARY PROFESSIONAL TYPEFACES**

**DIN Offc**
Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

DIN Offc should be used primarily for titles and headers. Condensed Medium is preferred. Short titles and headers can be set in all-caps. Title-cap typesetting can be used for long titles and headers.

DIN Offc can be also used for an area that needs to be differentiated from body content or needs to be highlighted.

**Avenir LT Std**
35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

65 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#$%^&*()_+

Avenir LT Std is for body text. 35 Light is preferred. 65 Medium can be used in order to bold or call attention to excerpts in the body text. Leading should be at least 150% of the body text.
Calibri is the preferred typeface for Microsoft Office applications. The usage of Calibri should follow the typography recommendations for the headline, subhead and body treatment from the DIN Offc and Avenir LT Std guidelines.

Calibri can be used for both headlines and body text.

Leading should be at least 150% of type size.