SME

Society for
Mining, Metallurgy
& Exploration
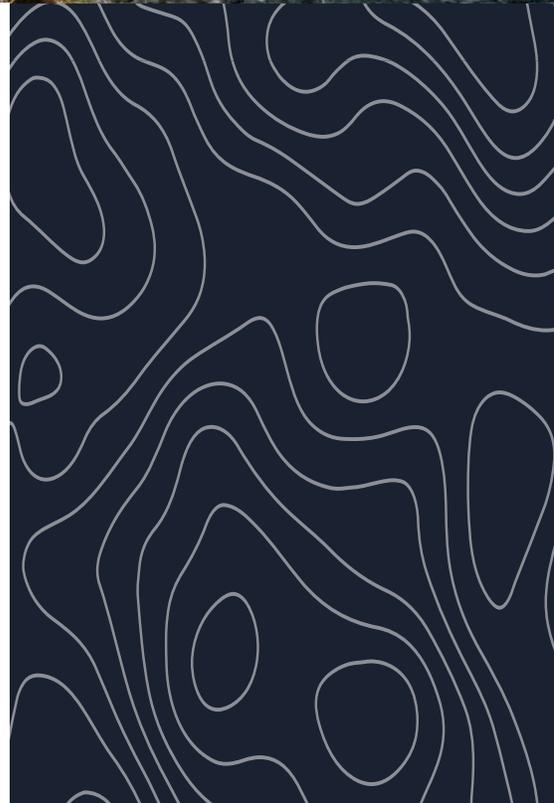
Visual Identity Guidelines

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Contents

The image and strong brand identity of the Society for Mining, Metallurgy & Exploration (SME) serve as important tools to further the organization's strategic goals. Having a unified design and consistent messaging is critical for ensuring SME's ongoing success.

These Visual Identity Guidelines were developed to ensure consistent usage of SME's logos, marks, taglines and colors wherever they appear. Standards have been outlined to eliminate confusion and help create a stronger brand image.

We encourage you to become familiar with these rules and to apply them to all forms of communication you develop on behalf of SME.

As matters of style and usage evolve and exceptions come up, we will continue to review and update these guidelines. Any deviations from these guidelines must be reviewed and approved by the marketing department. As appropriate, they will be integrated into future updates.

Use these guides to:

- Support and maintain the SME brand position
- Differentiate SME from our competitors
- Avoid confusing our audiences
- Build brand equity over time
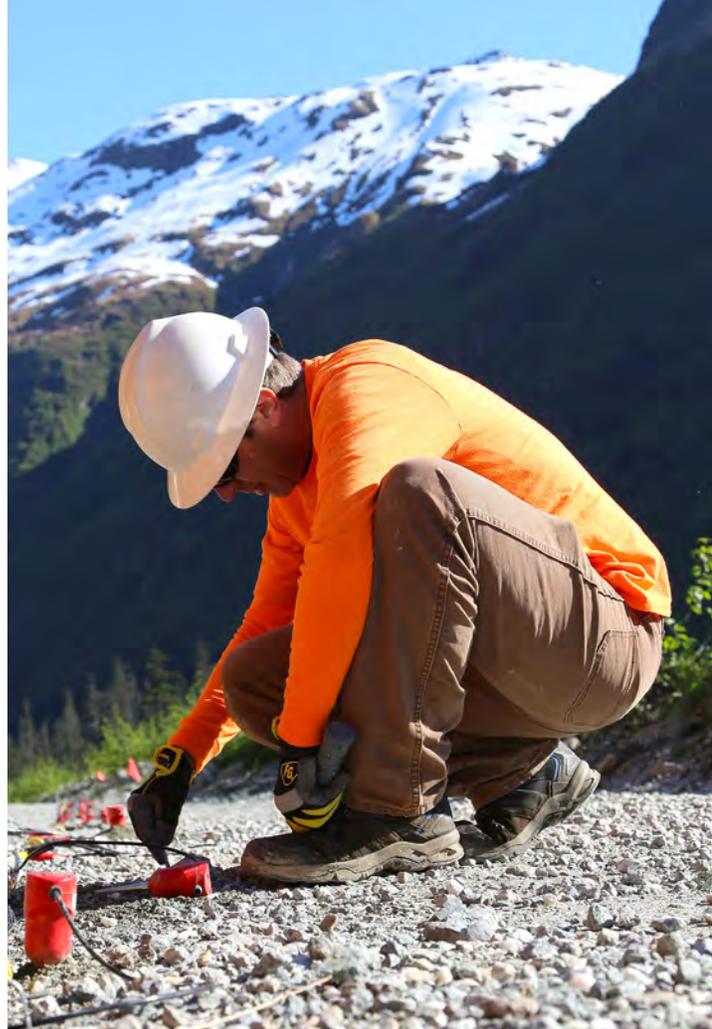
Logo

Vertical

Whenever possible, this version should be used.
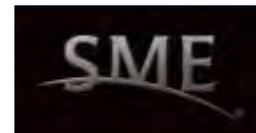

Horizontal

In cases where the vertical logo will not be easily read or fit well, use the horizontal option.

SME only

At small sizes where the text becomes unreadable, these options should be used.

These should also be used on web pages where the logo appears numerous times.

Logo Variations

Use the reversed logo with the white letters and green swoosh for placement on dark backgrounds.

Reverse

When used on dark backgrounds

Full black

Only when color printing is unavailable on a light backgrounds

Full white

Only when color printing is unavailable on a dark background or when background color is too similar to the green swoosh

Variations

Logo Usage

Exclusion zone

The SME logo should be kept clear of other graphic elements – including page or other surface edges – by the E height, vertically, and two times the E width, horizontally. This measure is based on the typographic elements of the logo rather than the dynamic arch.

Vertical minimum size

The SME vertical logo should never be produced with a height smaller than 3/4" (0.75).

0.75 inch min.

Horizontal minimum size

The SME horizontal logo should never be produced with a height smaller than 1/2" (0.5).

0.5 inch min.

SME only minimum size

The SME only logo should be used with care. Many applications may require a tiny rendering of the logo. Provide the correct file for its overlay application. Use a vector format to ensure the best results.

Logo Usage

Usage with backgrounds

The SME logo may be placed over a variety of backgrounds. However, it should not be placed over any background element that sacrifices readability.

If placed over a photo, a tinted box or multiplied gradient may be placed behind the logo that allows for ease of readability.

Do not alter or skew the logo

In order to maximize recognizability, the logo should never be altered. Do not stretch, use other fonts or change the colors of the logo.

Naming

Society for Mining, Metallurgy & Exploration's name should always appear as below. The first appearance in a document should be the full, written out name followed by (SME). Subsequent appearances may be shortened to SME.

Society for Mining, Metallurgy & Exploration

Use of "and" in place of an ampersand. — Society for Mining, Metallurgy and Exploration

Use of a comma following "Metallurgy". — Society for Mining, Metallurgy, & Exploration

Improper capitalization. — Society for mining, metallurgy & exploration

Typography

Headlines

Alegreya is international in nature and was chosen as one of 53 "Fonts of the Decade" competition held in Madrid in 2010.

Alegreya is a typeface originally intended for literature. Among its crowning characteristics, it conveys a dynamic and varied rhythm which facilitates the reading of long texts.

Callouts

Use a combination of Alegreya as a headline and Roboto to create engaging headlines, ads and calls to action.

Alegreya Bold Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

Alegreya Bold | Alegreya ExtraBold | Alegreya Black

Some typographic situations may require a bolder typeface variation to be used **sparingly**.

Body copy

Roboto is a sans-serif typeface family developed by Google as the system font for Android, making it open source and extremely versatile at large and small sizes, as well as available in many options for light, bold and italics.

ROBOTO REGULAR | Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

ROBOTO ITALIC
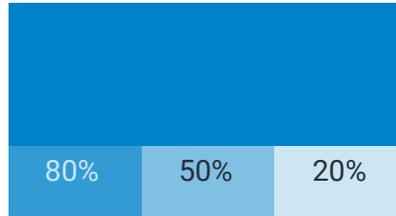
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+=":?><

Color Palette

Logo colors

The SME logo should never change colors. Only ever use the brand blue and green/yellow.

These colors are the brand contrast colors and are used to draw attention.
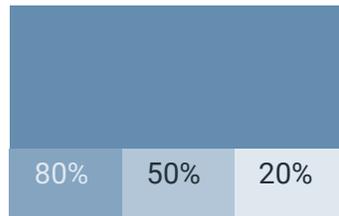
Brand colors

The extended palette of brand colors were chosen to blend in with colors from nature and mine site photography.

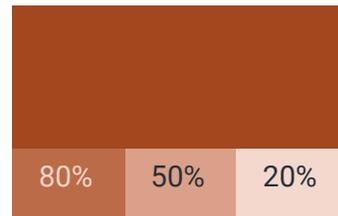| 80%	50%	20%

#0089cf

PMS: 2925C
CMYK: 100. 30. 0. 0
RGB: 0.137. 207

80%	50%	20%

#bfd730

PMS: 390C
CMYK: 30. 0. 100. 0
RGB: 191.215.48

80%	50%	20%
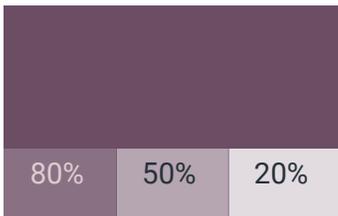
Amethyst
#6b4d64

CMYK: 57.71.41.22
RGB: 109.77.99

80%	50%	20%

SKY
#658db0

CMYK: 64.37.18.1
RGB: 101.141.176

80%	50%	20%

RUST
#9f481f

CMYK: 27.79.100.20
RGB: 159.72.31

80%	50%	20%

FOLIAGE
#829239

CMYK: 53.28.100.7
RGB: 130.146.57

80%	50%	20%
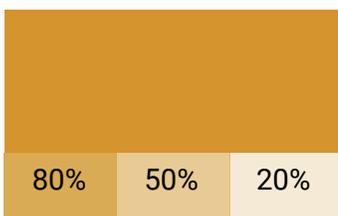
GOLD
#cc942b

CMYK: 20.42.100.2
RGB: 204.148.43

80%	50%	20%
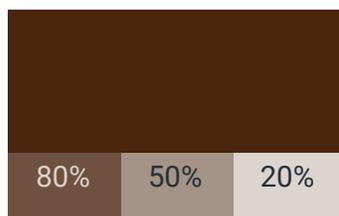
DIRT
#4a260e

CMYK: 45.74.87.64
RGB: 74.38.14

80%	50%	20%
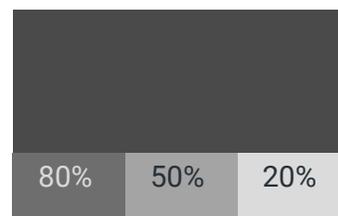
CLAY
#4a4a4a

CMYK: 66.59.57.39
RGB: 74.74.74

80%	50%	20%
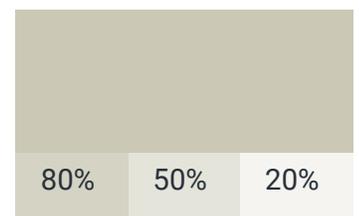
SAND
#cbc8b5

CMYK: 21.16.29.0
RGB: 203.200.181
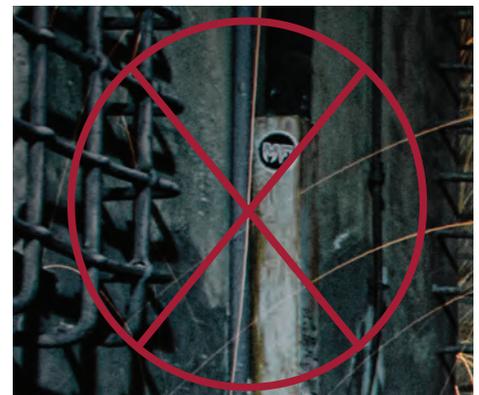
Photography & Icons

The photography should exude SME's expertise and professionalism by using a variety of conceptual, textural and black & white images. The images should be inspired by both natural and collegiate elements to emanate an elevated and scholarly look.

Out of focus - no action

No clip art style images

Too abstract

Icons

Used to denote different content types.

Brand Messaging

Inspiring mining professionals worldwide.

Brand Position

SME is the world's best mining organization to join because it brings together the industry's brightest and most dedicated professionals. We help our members advance their careers by sharing best practices on safety and environmental stewardship and providing world-class technical resources, educational programs, networking opportunities and professional development tools.

Value Proposition

SME offers mining professionals unparalleled resources and guidance for succeeding in their careers and making mining as productive, safe and environmentally responsible as possible.

Brand Promise

No other organization helps you connect to the right people, resources and opportunities to thrive in the mining industry like SME.

Tone of Voice

- » Optimistic
- » Thought leader
- » Technical
- » Down to earth
- » Knowledgeable
- » Helpful
- » Proud

SME