

2020 SHPE
National Convention

ASCEND TO TRANSCEND

Virtual Event ▴ Oct 26-31 ▴ shpe.org/2020

#SHPE2020



SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS

THE POWER OF TRANSFORMATION BRANDING GUIDELINES

LOGO

The 2020 National Convention logo has been specially designed as a unit and must not be recreated. Below are the correct logo variations as well as their proper usages.

PRIMARY LOGO



SINGLE COLOR LOGO



COLOR LOGO ON BACKGROUND



REVERSED



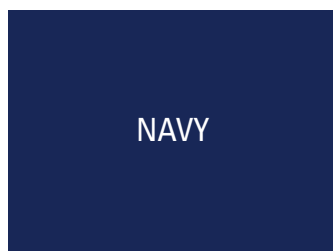
COMPANY COLOR

Professional designers and outside printing companies use what's called a Pantone Matching System to ensure colors match from piece to piece and from printer to printer. SHPE's brand color is Pantone 281. Alternatively, printers also use CMYK files, so all of SHPE's logos are available in both versions.

For technical assistance, contact communications at marketing@shpe.org. Since each computer screen displays colors differently, using these specifications ensures visual consistency and accuracy.

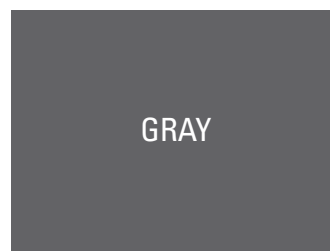
PRIMARY COLORS

The primary palette is recommended for use on all materials.



PRINT
PMS 281
CMYK 100 91 32 34

WEB
RGB 0 31 91
HEX #001F5B

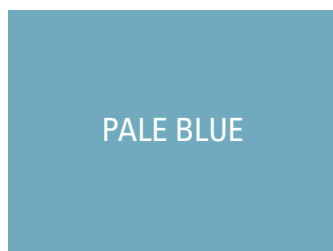


PRINT
PMS 446
CMYK 0 0 0 75

WEB
RGB 98 99 102
HEX #626366

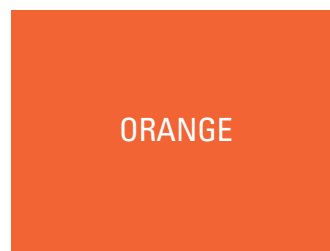
SECONDARY COLORS

The secondary colors provide flexibility to the system and should be used to complement the primary palette.



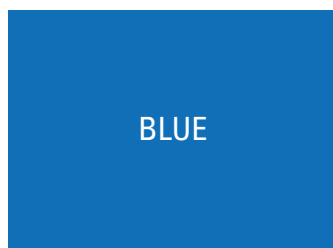
PRINT
PMS 7695
CMYK 56 20 19 0

WEB
RGB 114 170 190
HEX #72A9BE



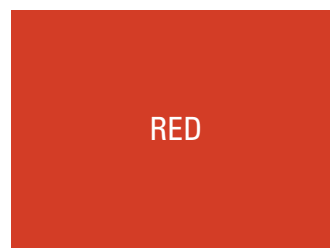
PRINT
PMS 1655
CMYK 0 75 88 0

WEB
RGB 242 101 52
HEX #FD652F



PRINT
PMS 660
CMYK 87 54 0 0

WEB
RGB 24 112 184
HEX #0070C0



PRINT
PMS 485
CMYK 11 90 100 3

WEB
RGB 210 63 38
HEX #D33A02

NATIONAL CONVENTION 2020 SECONDARY COLORS

Due to the kaleidoscope-like nature of this logo, there is a wider range of secondary brand colors that accompany the 2020 SHPE National Convention.



	CMYK 98 79 0 0 RGB 16 79 163 HEX #104FA3		CMYK 81 49 59 0 RGB 70 118 116 HEX #467674		CMYK 56 36 49 0 RGB 127 145 135 HEX #7F9187		CMYK 56 20 20 0 RGB 115 170 189 HEX #73AABD
	CMYK 81 36 35 0 RGB 48 135 154 HEX #30879A		CMYK 92 49 48 0 RGB 3 116 129 HEX #037481		CMYK 92 60 67 0 RGB 42 103 102 HEX #2A6766		CMYK 92 87 94 0 RGB 67 71 64 HEX #434740
	CMYK 92 90 96 0 RGB 68 67 61 HEX #44433D		CMYK 81 84 92 0 RGB 91 75 65 HEX #5B4B41		CMYK 98 98 100 3 RGB 56 54 55 HEX #383637		CMYK 98 100 100 6 RGB 55 50 53 HEX #373235
	CMYK 93 96 100 3 RGB 67 56 55 HEX #433837		CMYK 95 100 100 6 RGB 62 49 53 HEX #3E3135		CMYK 93 100 100 6 RGB 66 49 52 HEX #423134		CMYK 92 97 100 0 RGB 71 58 57 HEX #473A39
	CMYK 89 95 100 3 RGB 75 57 55 HEX #4B3937		CMYK 90 100 100 6 RGB 73 49 52 HEX #493134		CMYK 85 100 100 6 RGB 82 48 52 HEX #523034		CMYK 83 95 100 3 RGB 87 57 54 HEX #573936
	CMYK 81 96 99 0 RGB 94 58 57 HEX #5E3A39		CMYK 65 99 100 6 RGB 117 48 50 HEX #753032		CMYK 56 95 99 0 RGB 140 58 54 HEX #8C3A36		CMYK 61 93 100 3 RGB 126 59 52 HEX #7E3B34
	CMYK 56 80 90 0 RGB 138 83 65 HEX #8A5341		CMYK 11 92 100 3 RGB 210 57 38 HEX #D23926		CMYK 0 94 98 0 RGB 238 52 38 HEX #EE3426		CMYK 21 99 100 6 RGB 188 38 40 HEX #BC2628

TYPOGRAPHY/FONTS

The overall look of the brand is bold sans serif. The official brand font is Univers LT Std.

The following outlines the fonts that should be used when creating documents internally and externally (i.e. when working with a graphic designer to create materials).

WHEN WORKING WITH MICROSOFT OFFICE, ON THE WEB OR ANY OTHER FORMAT (PRINT OR DIGITAL):

1. If **Univers LT Std** is unavailable, use **Franklin Gothic**
2. If that is unavailable, use **Helvetica**
3. If that is again unavailable, use **Arial**

When formatting content in Word to be printed on letterhead, format margins as follows: top 2.25", bottom 1.5", left 2.75", right .75", type size (10 pt) and line spacing (auto).

WHEN WORKING WITH AN EXTERNAL GRAPHIC DESIGNER:

When creating type that complements the logo, use these two weights of Univers in all-caps:

Univers 57 Condensed

Univers 67 Bold Condensed

For subsidiary copy on identity materials, use the regular roman weight:

Univers 55 Roman

All-caps bold type should only be used for headlines. All-caps should never be used for body copy.

The Univers LT Std font family is available for download:

57 Condensed | **67 Bold Condensed** | **55 Roman**

DESIGN

BODY COPY

FOR HEADLINES USE

Univers LT Std | Condensed Bold 67

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FOR SUBHEADS AND CALLOUTS USE

Univers LT Std | Condensed 57

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FOR BODY COPY USE

Univers LT Std | Roman 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Preferred size of body copy: 10 pt over 14 pt

Preferred color of headlines: **Navy**

Preferred color of body copy: **Primary Gray**

LAYOUT

Type should be allowed to breathe on a page. Do not overcrowd. Type should have plenty of white space surrounding it.

IMAGERY

Like words, visuals tell the story of the SHPE. People should be at the center of the visuals. Tone should be open, engaged, energetic and diverse, with a mix of female and male, and student and professional subjects. Images should not look staged. One subject over many is preferred. One impactful visual is preferred. Collages should be used only when necessary. When type is used with a visual, don't overcrowd. The type needs to breathe. For available images contact marketing@shpe.org