

# SEP LOGO GUIDE



LOGO

**PREFERRED VERSION**

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The SEP logo consists of bold letterforms with a powerful purple and green hurricane union.

The preferred treatment for the SEP logo is a two-color positive application (left). If necessary, the logo also may be used in a reverse two-color application (right).

# LOGO

## SOLID LINEAR VERSION



When two-color printing is not available, the logo may be used in a positive, solid dark (left) application or a reverse, solid light application (right) .



If only one color is available, or the designer prefers to use the single color logo, the one-color logo may appear on a green, purple, orange or blue background in a positive application.

# LOGO

## CLEAR SPACE REQUIREMENTS

To ensure the SEP logo is free from visual distraction, elements such as other logos, charts and graphs must be positioned at a minimum required distance from the brand mark.



The above example show the required minimum clear space above, below and to the sides of the logo. Clear space is defined in terms of the “X” measurement, which is the height of the SEP letterforms in the logo.

# LOGO

## TRADEMARK AND REGISTERED MARK

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When Software Engineering Professionals™ is written out in full, it includes the trademark (™). However, when the letterforms appear below the hurricane union within the logo, they do not require the trademark.



When the logo is 3 inches wide or more, the registered (®) mark appears to the top right of the hurricane union.

# LOGO

## MINIMUM SIZE REQUIREMENTS

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For the logo to reproduce clearly and remain readable, it is necessary to maintain a minimum size for newsprint and magazine production.



Any time the logo is smaller than 3 inches wide, remove the registered (®) mark as it becomes illegible.

# LOGO VARIATIONS

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In some instances, the logo can appear with [sep.com](https://sep.com) written below the hurricane instead of the full letterforms. Use of this option should be on an as needed basis, and should be run by the marketing team for approval.

CREATED BY



POWERED BY



In applications designed but not built by SEP, a [created by SEP](#) variation should be used within the app. In applications designed **and** built by SEP, a [powered by SEP](#) variation should be used.

# LOGO DO'S AND DON'TS

## DO



## DON'T



Never place the logo against a patterned or “busy” background.



Never angle the logo.



Never switch the colors of the logotype.



Never distort or add perspective to the logo.



Never use the logo as a substitute for copy.