



## **Society of Petroleum Engineers Graphic Standards Guide**

The Society of Petroleum Engineers (SPE) Graphic Standards Guide governs the appearance of the SPE logo, and provides detailed guidelines on the correct usage of the SPE logotype, colors, typography and other elements used in the design of printed materials and web pages.

Correct logo usage will enhance and project a long-term visual identity for SPE that will have a powerful impact on how we are viewed by our members and the public. These Graphic Standards will also safeguard the name recognition and professional image that SPE has built over time.

The guidelines provide you with flexibility to design a print or web publication that is unique to your program, department or section, yet is readily identifiable as a part of the SPE family.

This Graphic Standards Guide applies to anything bearing the SPE name – publications, brochures, advertisements, promotional items and web pages. Please contact SPE Marketing and Communications with questions about whether your use of the logo and other branding elements complies with the guidelines at +1.972.952.9304 or [mwatson@spe.org](mailto:mwatson@spe.org).

Revised October 2005

## Logo Usage

### Official Uses of the Logo

The SPE logo is used for SPE's official business in promoting SPE activities and programs in publications and on SPE websites by SPE staff, board members, regional councils, sections and student chapters. Please see the "Policy on the Use of SPE Name and Logo" and associated FAQs for guidance on the use of the SPE name in connection with meetings and publications.

### Size and Placement

The SPE logo consists of freestanding, stylized globes bearing "SPE International," as shown below. The blue is Pantone #293. The logo also may be used in black and white. The globes may be shown in white with blue or white with black for placement on dark background. **The logo is not to be used in other colors.**



The logo must be reproduced large enough in relation to the overall page or screen size to ensure adequate legibility and prominence. SPE must be readable even at small sizes.

When using the SPE logo, keep a minimum of 0.25 inches (0.635 centimeters) of clear space surrounding the logo to separate it from other elements such as copy, pictures, slogans, and other logotypes and symbols. This area, referred to as the area of non-interference, preserves the visual impact and legibility of the SPE logo.

Two other important identifiers are required for placement in all SPE-sponsored publications when the logo is used:

- The society's full name, Society of Petroleum Engineers
- Web address ([www.spe.org](http://www.spe.org))

See separate section below for website usage.

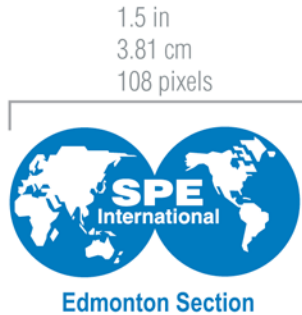
Society of Petroleum Engineers is written with initial caps only, not all uppercase letters, in the Helvetica Bold Condensed typeface. If that typeface is not available, Arial Narrow is an acceptable alternative.

The full society name and web address should be placed in an appropriately prominent location. For example, both of these elements must appear on the cover of any brochure promoting an SPE meeting as well as the SPE logo.

The SPE logo may be used without the wording “Society of Petroleum Engineers” in materials that contain other sponsoring society or corporate logos.

## Use of Section, Chapter names with SPE Logo

When combining the SPE logo with a section, chapter or council name, use the style below, which centers the section name under the logo:



← Arial Narrow Bold 10 pt. (pc)  
Helvetica Bold Condensed 10 pt. (mac)



← Arial Narrow Bold 10 pt. (pc)  
Helvetica Bold Condensed 10 pt. (mac)

Longer section names may break to 2 lines

SPE Marketing and Communications will provide a copy of your section logo, using the correct typeface and typesize. Contact [mwatson@spe.org](mailto:mwatson@spe.org) to request the logo.

## Typeface

Helvetica Bold Condensed typeface is to be used for the section name when used with the logo, and also for the society name and web address. If that typeface is not available, Arial Narrow Bold is an acceptable alternative. Use initial caps only for Society of Petroleum Engineers or the Section name.

The name and web address may be centered beneath the globes, placed to the left or right of the globes, or placed separately on the page away from the globes as long as they are prominently displayed. Type size should not be smaller than printer's specifications for both direct and reverse print.

## Colors

Pantone #293

4-Color Process (CMYK) formula

C: 100 M: 57 Y: 0 K: 2

RGB R: 11 G: 68 B : 153

Non-websafe color for web: #0B4499

Websafe equivalent color for web: #003399

The only acceptable colors for the logo are blue and white (as detailed above) or black and white for one-color or two-color pieces. The logo color should not be changed to match the project color scheme.

## Reversing the Logo with a Dark Background

You may reverse the SPE globes and type to be white with blue or white with black when using a dark color background. Do not use a white outline around the globes to separate them from a dark background.

The SPE name and web address should reverse to white or may be direct printed in black on a lighter color background. The name and web address may be placed apart from the logo as long as they are included in an appropriately prominent place.

Acceptable variations:



## Placing Logo on Images

You may place the SPE logo on images if the logo stands out and is readable. The background must not be busy or distracting. See Size and Placement above for additional information.



## Improper Use of the Logo

- Disproportionate sizing (logo too small)
- Lack of prominence -- logo placed too close to other design features or other logos
- Incorrect placement of other SPE identifiers (not placing name and web address in prominent positions, failure to use these elements on publications)
- Adding other elements or reassembling elements as part of the logo
- Incorrect colors
- Distracting backgrounds
- Using obsolete logo (globes on rectangle), below:



## SPE Logo on Promotional Items

When using the SPE logo on promotional items, be sure that the logo is readable. Readability becomes a problem when the logo is reduced to fit on a very small surface like a pen -- the word "International" can become a blur. An option is to use the words "Society of Petroleum Engineers" in the designated typeface (Helvetica Condensed Bold) without the globe logo.

Follow the guidelines for using the section name with the logo for all section-sponsored promotional items.

## Web Guidelines

The color choices and guidelines established above also apply to use of the logo on SPE websites (including sections and student chapters) with the following differences:

- In a graphic header or other element, the font specifications above apply. If it is not part of a graphical element, the font used for "Society of Petroleum Engineers" or the section name should be Arial or Helvetica (since condensed or narrow fonts cannot be displayed on a web page unless they are part of a graphical element).
- Use of a light drop shadow with the SPE logo is acceptable, but the text "Society of Petroleum Engineers" should not have a drop shadow.
- In website headers, the section or student chapter name does not have to be placed *below* the logo. The section or chapter name may be placed to the right or to the left of the logo, but must be prominent. It is acceptable to create a website header that does not include the SPE logo, as long as the SPE logo is prominently displayed elsewhere on the home page of the website, and the section name is prominent in the header.

- If the SPE logo is used on a section website as a link to [www.spe.org](http://www.spe.org), it should not include the section name below it.

## **Contacts**

Contact the SPE Marketing Department with any questions on using the SPE logo in designing your publications and websites. Information is also available on [www.SPE.org](http://www.SPE.org).

Marketing – Margaret Watson (+1.972.952.9304), [mwatson@spe.org](mailto:mwatson@spe.org)

Website: [http://www.spe.org/spe/jsp/basic/0,2396,1104\\_1860\\_0,00.html](http://www.spe.org/spe/jsp/basic/0,2396,1104_1860_0,00.html)