**SPS Logos**

- SPS Logo
- SPS Logo with horizontal word mark
- SPS Logo with stacked word mark
- SPS/Sigma Pi Sigma combined logo

**SPS Blue**

- **RGB**
  - Color formula for computer monitors and most standard software
  - R=0
  - G=154
  - B=199

- **Hex:** #009AC7
  - Color formula for web design/online uses

- **PMS 313**
  - Pantone Matching System (PMS) for professional printing

- **CMYK:**
  - Color formula for 4-color process “build” for professional printing
  - C=78
  - M=23
  - Y=10
  - K=0

**Usage**

A few hard-and-fast rules apply in all design situations.

- Never integrate a logo into a line of text
- Never use with other graphic elements
- Never use with other organizations names unless approved by the SPS national office
- Never enclose within a box or circle
- Never re-space any elements of the logo

**SPS Colors**

- Hex: #009AC7
  - RGB: 0, 154, 199
  - CMYK: 78, 23, 10, 0

- Hex: #7E3F98
  - RGB: 112, 51, 136
  - CMYK: 60, 90, 0, 0

- Hex: #EB593A
  - RGB: 235, 89, 58
  - CMYK: 0, 73, 82, 0

- Hex: #8CBD3F
  - RGB: 140, 189, 63
  - CMYK: 51, 5, 100, 0

- Hex: #C99300
  - RGB: 201, 147, 0
  - CMYK: 26, 42, 100, 0

**SPS Fonts**

- Myriad Pro family for headlines
- Minion Pro family for text.