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# BRAND IDENTITY ELEMENTS & APPLICATIONS

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*Version 1.2 / February 2014*



*Protecting the rights  
and furthering the  
interests of authors*



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### 3.0 CONTACTS

This interactive document has been created to provide easy access to the Society of Authors' visual elements, and the guide applications within the gallery. This contents page can be used as a direct link to pages or sections of the document, by clicking the titles or sections directly. Alternatively the control panel at the base of the page can be used to manually navigate forward, backwards or to go directly back to the content page at any point.

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# 1.0

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## *Elements*

This section provides a concise summary of the design elements that make up the Society of Authors' visual style. It is important to use these elements correctly and consistently so that our brand has conviction and is seen as energetic and personal.

## 1.1 LOGO

### *Elements*



This is the Society of Authors (SOA) logo and organisational signature. It is shown here in the standard colour version. This logo should be applied to white or very pale backgrounds only.

The logo is comprised of two elements:

#### **The Monogram**

The Monogram captures the spirit and conviction of the Society in an emblematic arrangement of the letters, SOA. The letter 'A' provides authority to the arrangement, whilst the letter 'S', in a more animated counterpoint, conveys a sense of the '*writerly*' and the '*handwritten*'.

#### **The Wordmark**

The Wordmark has been uniquely crafted to complement the Monogram in terms of arrangement, sizing and position.

#### STANDARD LOGO

The standard logo comprises the two colours SOA Navy and SOA Teal. These colours are shown on page 1.5



*Monogram*

*Wordmark*

## 1.2 LOGO VARIANTS

### Elements



The logos shown here are the permitted variants for use across applications.

#### Colour logo

This is the standard logo, introduced on the previous page. It should be applied to white or very pale backgrounds only.

#### Mono blue logo

This version can be used in situations where material is printed in one colour using SOA Navy.

#### Greyscale logo

This can be used for single colour halftone reproduction, in black only. It should only be used if the quality of reproduction is good enough to handle the 50% tint of black used for the 'S'.

#### Mono black logo

This should only be used when colour reproduction is not possible, e.g. Fax header, black and white newspaper ad, etc.

#### Mono reversal logo

This can be applied to photographs and solid colour backgrounds. Care should be taken to ensure backgrounds are dark enough and relatively even in tone, to ensure good standout.

COLOUR (STANDARD LOGO)



MONO BLUE



GREYSCALE



MONO BLACK



REVERSAL



## 1.3 GROUP LOGOS AND SPECIAL LOGOS

Each of the Society's groups is identified by means of a dedicated colour and logo, as shown here. They are available in 4-colour and spot colours.

To help differentiation it is best to apply each group logo in colour whenever possible. If necessary however, these logos may also be applied in the variant forms shown on the previous page (1.2), in greyscale and mono colours.

### Special logos

These two logos are best printed using spot colours of Silver and Gold respectively. In circumstances where this is not possible or where the logo is applied online, the alternative graduated gold effect 4-colour versions can be used. These are the versions illustrated here.

## Elements



### GROUPS



● C3 M100 Y0 K0  
PANTONE 226  
R228 G0 B139

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C0 M59 Y100 K0  
PANTONE 144  
R244 G130 B31

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C60 M0 Y85 K0  
PANTONE 368  
R110 G191 B93

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C0 M97 Y61 K0  
PANTONE 192  
R237 G37 B81

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C44 M58 Y0 K0  
PANTONE 2577  
R149 G120 B181

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C0 M100 Y12 K27  
PANTONE 220  
R181 G31 B101

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C90 M0 Y0 K0  
90% CYAN  
R36 G176 B230

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



● C100 M0 Y83 K35  
PANTONE 3415  
R0 G121 B75

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100

### SPECIAL



● C0 M0 Y0 K40  
PANTONE 877  
R166 G168 B171

● C0 M0 Y0 K100  
BLACK  
R30 G30 B30



● C0 M20 Y50 K30  
PANTONE 874  
R188 G154 B106

● C0 M0 Y0 K100  
BLACK  
R30 G30 B30



● C100 M37 Y0 K0  
PANTONE 3005  
R0 G128 B199

● C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100

## 1.5 COLOURS

### Elements



The SOA primary colour palette consists of four colours, two dark and two bright; Charcoal and Navy, and Teal and Chartreuse.

Navy and Teal are the colours used for the Standard colour logo. Navy is used for the Mono blue logo.

#### Charcoal and Navy

The two dark colours, Charcoal and Navy provide authority and gravitas. They work well as background and text colours.

#### Teal and Chartreuse

These two brighter colours are designed to work in combination with the darker colours. They provide a sense of individuality and spirit.

#### Neutral text palette

This supporting palette is intended for text only. Although black is included here as a necessary colour for use, the tints of black provide greater tonal compatibility with the main colour palette. For on-screen text it is recommended that 90% black is used for the darkest text colour.

#### PRIMARY PALETTE



*Charcoal*

C33 M7 Y0 K85  
PANTONE 7546  
R45 G62 B75



*Navy*

C100 M94 Y0 K42  
PANTONE 2758  
R21 G28 B100



*Teal*

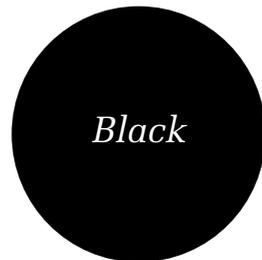
C77 M0 Y25 K0  
PANTONE 7466  
R0 G185 B198



*Chartreuse*

C34 M0 Y85 K0  
PANTONE 382 (381U)  
R179 G212 B85

#### NEUTRAL TEXT PALETTE / BLACK AND TINTS OF BLACK



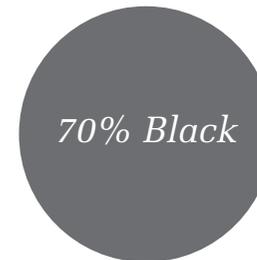
*Black*

C0 M0 Y0 K100  
PANTONE  
PROCESS BLACK  
R35 G31 B32



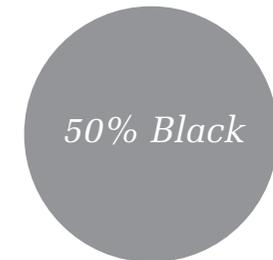
*90% Black*

C0 M0 Y0 K90  
PANTONE 432  
R64 G64 B65



*70% Black*

C0 M0 Y0 K70  
PANTONE  
COOL GREY 10  
R109 G110 B112



*50% Black*

C0 M0 Y0 K50  
PANTONE  
COOL GREY 7  
R146 G148 B151

## 1.4 MONOGRAM

### Elements



The Monogram is the simplest representation of the SOA visual identity.

It can be used in two main ways:

1. As a signature, in situations where it is not imperative to communicate the full name of the organisation.
- 2: In larger form as a supergraphic, to bring alive applications and communications.

In supergraphic form the Monogram may be cropped, and also applied as a colour tint.

This page shows the colour permutations available from the SOA palette of colours.



#### COLOUR COMBINATIONS

Artwork is available for all colour versions of the monograms shown here.



#### MONOGRAM CROPS

The Monogram may be cropped to create dynamic and distinctive backgrounds



*The Monogram can be used large as a background tint*



This page illustrates the fonts that support the visual identity, for both professional design use, and for day-to-day office use.

**Professional usage fonts**

Aspect capitals and Melior italics are used in combination for headlines and supporting high level text. These fonts echo the visual relationship between the Roman and cursive elements of the logo.

For body text the sans serif font Gotham and the serif font Melior (both set in Roman) should be used. Gotham is the main support font for all corporate applications, such as stationery and membership cards etc.

**System fonts**

These two fonts are used for Microsoft Office applications. Calibri is used for emails and PowerPoint, whilst Georgia is used for typing letters in Word.

**Web fonts and html text**

Aspect capitals and Melior italic should be used for headings and navigation elements, in combination with an appropriate web-safe font for body text. (TBC)

PROFESSIONAL USAGE FONTS: LEVEL 1 / HEADINGS AND INTROS

ASPECT  
Regular and Bold,  
Capitals

HEADLINES  
AND HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MELIOR  
Regular and Bold  
italic. Upper and  
lowercase

Introductions  
*/Quotes /Subheadings  
/Listings /Statements*

*Abcdefghijklmnopqrstuvwxyz*  
*Abcdefghijklmnopqrstuvwxyz*

PROFESSIONAL USAGE FONTS: LEVEL 2 / BODY COPY SANS SERIF, AND SERIF

GOTHAM  
Book, Medium  
and Bold. Roman

The Society has been serving the interests of professional writers for more than a century. Today it has more than 9,000 Members and Associates writing in all areas of the profession (from novelists to doctors, textbook writers to ghost writers, broadcasters to academics, illustrators to translators).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

MELIOR  
Regular and Bold.  
Roman

The Society has been serving the interests of professional writers for more than a century. Today it has more than 9,000 Members and Associates writing in all areas of the profession (from novelists to doctors, textbook writers to ghost writers, broadcasters to academics, illustrators to translators).

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

SYSTEM FONTS FOR MICROSOFT APPLICATIONS / WORD, POWERPOINT, OUTLOOK

CALIBRI  
Regular  
For emails

The Society has been serving the interests of professional writers for more than a century. Today it has 9,000 Members .and Associates.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GEORGIA  
Regular  
For letters

The Society has been serving the interests of professional writers for more than a century. Today it has 9,000 Members .and Associates.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz