THE SALES MANAGEMENT ASSOCIATION

BRANDING GUIDE

An in-depth corporate identity guide to ensure the proper application of The Sales Management Association brand. Effective 2018.

The Sales Management Association is the only global, cross-industry professional association for managers focused in sales force effectiveness. Our members include professionals in sales operations, sales enablement, commercial effectiveness, sales leadership, and other functions that support the sales force. We promote professional development, peer networking, best practice research, and thought leadership in an effort to help all professionals who support, manage, coach, and lead sales organizations.

To strengthen and maintain its brand, The Sales Management Association has developed critical identity standards for all print and digital communications.

This document provides information that is essential to understanding The Sales Management Association's visual identity, as well as rules for brand compliance.

The Sales Management Association logo mark is the primary branding element of our company.

The size and color, along with the spatial proportions of our identity, are predetermined. They should not be altered for any reason.

› PRIMARY LOGO

SALES MANAGEMENT
— ASSOCIATION —

›› PRIMARY LOGO
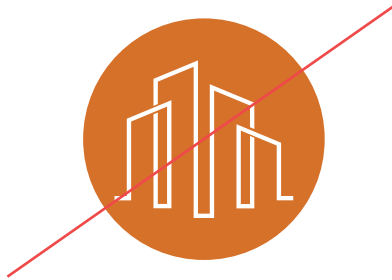Without Tagline

››› ALTERNATE LOGOS

SALES MANAGEMENT ASSOCIATION

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LOGO COLOR

Do not ever color the logo any color other than **#f64747** // **C0 M87 Y72 K0** or white.

KEEP PROPORTIONAL

Do not stretch or compress the logo.

ADD-ONS

Do not add embelishments like drop shadows to the logo.

KEEP IT STRAIGHT

Do not rotate the logo.

The correct use of color is critical in building a consistent image for The Sales Management Association brand. Whenever dealing directly with The Sales Management Association brand, red **#f64747 // C0 M87 Y72 K0** should be the dominant hue, with the secondary color palette to function as accents.

Please pay close attention to matching appropriate ink colors.
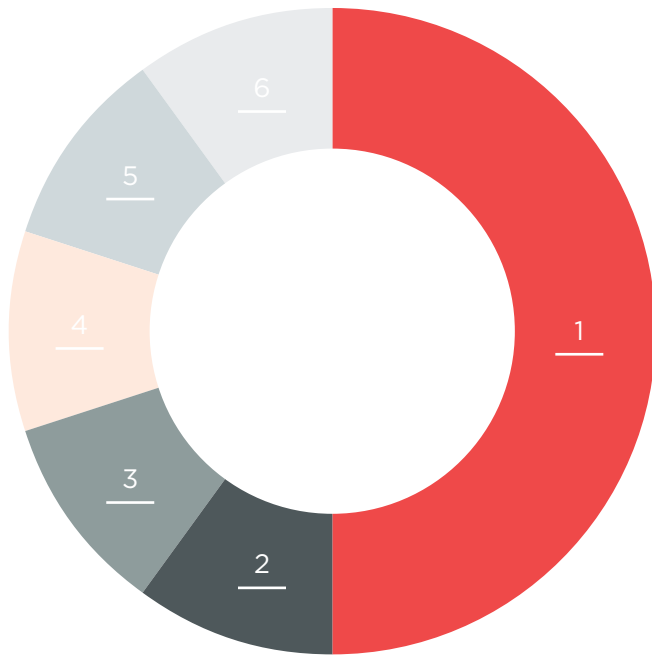
1- RED

#f64747 // C0 M87 Y72 K0

2- DARK GRAY BLUE

#4d585a // C69 M54 Y53 K29

3- LIGHT GRAY BLUE

#8f9d9d // C47 M31 Y35 K1

4- ROSE

#ffebee // C0 M9 Y2 K0

5- LIGHT GRAY

#cfd8dc // C18 M9 Y10 K0

6- OFF WHITE

#eceff1 // C6 M3 Y3 K0

The appropriate use of typography has a significant effect on the overall impression of The Sales Management Association brand.

A specific typographic family has been chosen and consistency in its use will reinforce visual recognition for the brand.

The Sales Management Association corporate font is **Gotham**.

Please use this font on headlines, letterheads, business cards, or on any other printed material. The primary color for copy is Dark Gray Blue **#4d585a** // **C69 M54 Y53 K29**.

Red **#f64747** // **C0 M87 Y72 K0** color may be applied to copy such as headlines and sub-heads.

› GOTHAM BOLD

AaBbCc 0123#!?

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR STUVWXYZ
!@$%&/0123456789$ (,.:;*+"=)

›› GOTHAM BOOK

AaBbCc 0123#!?

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR STUVWXYZ
!@$%&/0123456789$ (,.:;*+"=)

› WRITING STYLE

AP STYLE

›› MONETARY FORMAT

US$<<AMOUNT 00,000.00>>

››› DATE FORMAT

DD Month Year (DD=2 digit day, no 0 before single digit day)