Introduction

How to Use This Guide

Brand Positioning

Who We Are

Who We Aren’t

Brand Essence

Vision & Mission

Brand Identity

Logo Usage

Color Palette

Typography

Other Logos in the SMPS Family

Writing for the SMPS Brand

Brand Voice

Designing for the SMPS Brand
INTRODUCTION
Where Marketing Meets A/E/C.

SMPS (Society for Marketing Professional Services) is a diverse community of marketing and business development professionals working together to move the A/E/C industries forward.

Through networking, educational opportunities, and industry leading research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. On top of that, SMPS offers its members ongoing professional development, leadership opportunities, and marketing resources to advance their careers.

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industries. Companies large and small are able to tap into our powerful national and regional network to form partnerships, secure business referrals, and benchmark performance.

In 1973, a small group of ambitious professional services firm leaders recognized the need to sharpen skills, pool resources, and work together to build their businesses. And SMPS was born.

Today, SMPS represents a dynamic network of more than 7,000 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. As the business world and built environment continue to evolve, SMPS and its members will be steadfast in staying ahead of the curve. And continuing to transform the way A/E/C firms do business.
How to Use This Guide.

Whether you’re designing an invitation for an event, preparing a presentation for an internal meeting, or producing promotional items for a giveaway, this brand manual provides the tools and information you need to promote a consistent brand image of SMPS.

Remember: The brand image that we present as an organization is what the world sees. That’s why it’s important to refer to this brand manual whenever you are doing any sort of communication or creating anything that will be viewed by either internal or external audiences.

If you have any questions, please don’t hesitate to contact the SMPS marketing department at josh@smps.org.
BRAND POSITIONING
So, what exactly is brand positioning? Simply put, brand positioning clarifies a company’s position in the marketplace. It’s important and useful, so that everyone in our organization is “singing from the same songbook.” In the case of SMPS, brand positioning is especially important to communicate a consistent and forward-looking brand to A/E/C professionals across North America. While much of the language is internally facing, a brand positioning helps develop communication materials that sound uniquely and distinctively ours.
Who We Are

We are a place to belong.
We highly value the inclusive community we've built and our members often cite this as the number one reason they love participating in SMPS events. We are open, non-judgmental, and welcoming.

We are learning from each other.
We come together to exchange ideas—share what we know and ask about what we do not—and we're better for it. In fact, we're great at what we do because we learn from one another.

We are always evolving.
We are constantly working to improve our program offerings to be more cutting edge and to help our members anticipate and navigate the trends and challenges on the horizon.

We are specialized.
We have a niche and that's a good thing. Our members deal with unique challenges within the A/E/C world and rarely have a receptive audience in-office to bounce ideas off. We are that audience they've come to count on and we want them to get the most out of their time with us.

We are a diverse group.
Within our niche audience are members at every level of their career, each with different needs. It is our responsibility to provide meaningful programming to each of them whether they are just beginning their careers, or are 20-year veterans in the field.

We are undaunted advocates.
A/E/C firms are very traditional. Most don’t yet recognize the power and influence marketing can have on their business, but we’re going to change that. It may be an uphill battle to win over decision makers, but we’re determined to evolve the A/E/C world into one that is marketing-led.
Who We Aren’t

We aren’t stuffy and we aren’t rigid.
Tried and true only goes so far in the marketing world—flexibility and early adoption of new marketing tactics are crucial. We are constantly evolving to best reflect what is relevant now and what is sure to become best practice in the future of marketing.

We aren’t passive.
In a world of engineers, the marketer tends to be the outgoing one in the room—and we need to be if we want our firms to prioritize marketing. We know it’s in their best interest, and we’ll continue to push until that truth is universally recognized.

We aren’t going it alone.
Though we tend to be on the smallest team in the office, when we broaden our scope beyond our own firm it becomes clear that we are many and we’re strongest when working together. We are a support network far beyond the conferences.

We aren’t content with being undervalued.
We know the true value of marketing and we intend to take advantage of every opportunity to showcase that to decision makers until our value is realized. We have the potential to make a dramatic positive impact on the A/E/C industries.
Brand Essence

A brand essence isn’t a tagline. It’s the sweet spot where the unique elements of your brand intersect. It’s a three or four word phrase that pinpoints the core of your brand. It is the shortest, cleanest description of who you are. It’s not meant for public consumption; it’s an internally focused statement that helps keep everyone on the same page. It’s something your team can rally around, and test future messaging against. It’s almost like a word compass. Not only is this extremely helpful in developing messaging, but it can also be a great way to visualize your messaging.
Brand Essence

THE MARKETING-LED REVOLUTION.

Vision Statement

BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

- Being able to clearly define and communicate what sets your firm apart.
- Understanding the important balance between marketing and business development.
- Helping our members anticipate and navigate the trends and challenges on the horizon.
- Operating your business like it’s NOT business as usual.

Mission Statement

TO ADVOCATE FOR, EDUCATE, AND CONNECT LEADERS IN THE BUILDING INDUSTRY.
Employer-Focused Messaging

**Professional development.**
For more than forty-five years, SMPS has been the one resource your marketers have to further their education and evolve their skillset. Marketing teams come to SMPS not to find clients, but to develop the skills to go after clients. If you want to grow and develop your marketing team, you need to send them to SMPS.

**Competitive edge.**
If you’re not growing, you’re dying. Marketing is becoming more sophisticated and influential every day and if you aren’t participating in that evolution, it’s going to pass you by. Great marketing adds value to your firm and it wins work. Period.

**Teaming opportunities.**
Employee networking provides opportunities to build connections with other firms for future partnerships.

**More creative and proactive employees.**
SMPS events are creative inspiring places to share innovations in the industry. Motivate and inspire your employees to get the most out of your workforce.

**Increased employee job satisfaction.**
SMPS meetings connect members with like-minded peers who help support and elevate one another. Members return to work renewed and encouraged as a part of a larger community.

**Discover the value of marketing.**
Gone are the days of fuzzy numbers and guessing at the efficacy of marketing efforts. Get acquainted with the work of our Foundation, which investigates and evaluates marketing efforts in the A/E/C industry and delivers valuable insights.

**Breathe new life into your marketing efforts.**
Stand out and begin to generate leads through marketing with innovative strategies proven effective in the industry.
Marketer-Focused Messaging

Affirmation and support.
Tap into a support network of professionals who know the industry inside and out and utilize each other’s expertise far beyond conferences.

We’re all stronger together.
If we want to make a change in the way marketing is perceived in the A/E/C world, we need to do it together, little by little, across the industry.

Spark something.
SMPS is a fun, creative, and inspiring community. Attend an event and get your wheels turning.

Learn new tricks.
Our members are our greatest resource. Exchange ideas, challenge yourself to think differently, and learn from your peers.

Take pride in your craft.
Your marketing department may be small, but it can still be mighty. When we each work to hone our craft, we elevate the role of marketing across the industry.

Unlock your untapped potential.
Even if you hadn’t planned on a career in marketing, through professional development you have the opportunity to do truly valuable work.

Prove your worth.
When you begin to deliver results through marketing, you validate your role, earn more respect and responsibility.

Amplify your influence.
Earning respect and responsibility helps you become a more influential player in your organization. Lead the discussion and help influence the direction of company efforts.
Primary Logo

The SMPS logo is at the core of our visual identity, and should always be used consistently. The following guidelines will help you determine which version of the logo to use, how to measure logo clearance, and how to use our color palette and typography system.

SMPS, the Society for Marketing Professional Services, and the SMPS logo are all registered trademarks. Please ensure that the logo with the r-ball is always used (and not cut off) when designing any SMPS materials.

Primary logo should be used whenever possible.

The SMPS logo should be no smaller than .75” wide.
Secondary (Lock-Up)

The secondary lock-up should be used in scenarios where the anticipated audience is largely unfamiliar with SMPS as well as at the end of marketing materials. Examples include back of brochures and pocket folders, footer of the website, etc.

The SMPS portion of the logo should be no smaller than .75" wide.
Secondary Horizontal (Lock-Up)

The secondary, horizontal lock-up should be used sparingly, limited to narrow horizontal applications.

The SMPS portion of the logo should be no smaller than .75" wide.
Logo Clearance

Always have the proper amount of breathing room to ensure maximum legibility. This can be achieved by using the dimensions of the ‘s.’

All logos should follow this clearance rule, including the secondary horizontal (lock-up).
Foundation Logo

The SMPS Foundation logo should only be used for the SMPS Foundation specific events and marketing materials.

The SMPS portion of the logo should be no smaller than .75” wide.
Regional Conference Logos

The regional conference logos should only be used for your regional conference specific events and marketing materials.

The SMPS portion of the logo should be no smaller than .75" wide.
Chapter-Specific Logos

Your chapter-specific logo should only be used for your chapter’s specific events and marketing materials.

The SMPS portion of the logo should be no smaller than .75" wide.
Anniversary Logo

The anniversary logo should only be used for your chapter’s specific events and marketing materials relating to an anniversary.

Please reach out to josh@smps.org for your chapter’s specific anniversary logo.

The SMPS portion of the logo should be no smaller than .75” wide.
Certification Logo

The Certified Professional Services Marketer (CPSM) logo should only be used to denote members who have achieved CPSM certification or to promote CPSM events and activities.

The SMPS portion of the logo should be no smaller than .75" wide.

Every initiative doesn’t necessarily need its own “logo”. Please reach out to josh@smps.org if you have questions or need clarification.
Color Palette

PMS
PMS (spot) colors should be used when printing spot colors.

CMYK
CMYK builds should be used for digital and process printing.

RGB
RGB builds should be used for on-screen applications (e.g. PowerPoint presentations).

HEX
HEX builds should be used for web.

Primary Palette

Revolution Orange

- PMS: 130C
- CMYK: 0,32,100,0
- RGB: 244,167,28
- HEX: F4A71C

Business Black

- PMS: Process Black
- CMYK: 0,0,0,100
- RGB: 35,31,32
- HEX: 231F20

Dark Gray

- PMS: COOL GRAY 7
- CMYK: 44,35,35,1
- RGB: 149,152,154
- HEX: 95989A

Light Gray

- PMS: 427C
- CMYK: 5,3,5,11
- RGB: 211,212,211
- HEX: D3D4D3

White

- PMS: NONE
- CMYK: 0,0,0
- RGB: 255,255,255
- HEX: FFFFFF

Secondary Palette (To be used sparingly as accent colors)

Light Blue

- PMS: 2985C
- CMYK: 62,0,8,0
- RGB: 85,197,229
- HEX: 55C5E5

Light Green

- PMS: 360C
- CMYK: 63,0,84,0
- RGB: 104,190,90
- HEX: 68B6E5

Dark Blue

- PMS: 2766C
- CMYK: 86,83,9,45
- RGB: 24,35,83
- HEX: 182353

Dark Green

- PMS: 364C
- CMYK: 71,5,100,45
- RGB: 53,113,50
- HEX: 357132
Typography

**Gotham Black**
Used for headlines only in marketing and collateral materials.

**Gilroy Bold and Extrabold**
To be used for subheads and text labels. *ExtraBold should not be used smaller than 9pt.*

**Gilroy Light**
Used for body copy in all marketing and collateral materials.
Secondary Typography

Gotham Narrow Ultra
Only used as all uppercase headlines in digital applications solely.

Georgia Regular
Only used digitally and for body copy within business communications, such as letters and official documents.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefgijklmnopqrstuvwxyz
0123456789
Premier Events

Build Business
Build Business brings together A/E/C clients, content experts, principals, business developers, and marketers to learn from and challenge one another to think differently about business. *(Note: numbers will change out annually to represent the year of the conference.)*

The Pinnacle Experience
The Pinnacle Experience is a symposium-style learning opportunity for senior marketing leaders. Attendees will discuss fresh ideas, exchange unique perspectives with other marketing and business development leaders, and learn about and share inspiring successes. 2018-2019 logo shown.
Resources

MARKENDIUM®

MARKENDIUM®, also known as the SMPS Body of Knowledge (BOK), is the comprehensive educational resource for the successful practice of marketing and business development in the A/E/C industries. The MARKENDIUM also further defines the six Domains of Practice for the Society and professional services marketing.

Marketer

Marketer is the Society’s award-winning bimonthly journal, reporting on current business development and marketing practices, issues, and trends.

MAX: Market.Act.eXchange®

MAX events are creative programs, centered on short-form sessions meant to be a showcase for speakers exchanging great, well-formed, marketing-led ideas and inspiration, through storytelling, presentations and media.
WRITING FOR THE SMPS BRAND
Writing for the SMPS Brand

The SMPS brand voice is bold, focused, and motivating. It should rally members to join an industry-wide movement to change the role of marketing in the A/E/C industries. Any and all content—whether it’s a blog post or a marketing brochure—should evoke community, inspire confidence, and communicate a clear path for the future.

When you sit down at your computer to write any communications piece for SMPS, you should keep the following brand personality traits in mind:

- Bold
- Empowered
- Confident
- Inspiring
- Approachable
- Conversational
- Marketing-Led
SMPS Editorial Guidelines

This is a list of basic rules when writing for the SMPS brand. Please review and reference these guidelines as needed.

**Acronyms, Abbreviations, and Credentials**

Call out an acronym the first time it’s used, unless they are very recognizable terms, such as SMPS, A/E/C, MBA.

When using a state along with a city name, abbreviate the state using the USPS abbreviation. If the state is used alone, spell it out.

For the professional engineer credential, use periods between P.E. For MBA, AP Style does not use periods.
Capitalization, Case

Internet

The word “internet” is all lowercase (unless, of course, it starts a sentence or comes after a bullet).

The words “web” “website” and “webinar” are all lowercase (unless, of course, it starts a sentence or comes after a bullet).

When using our URL (for example, either smps.org or buildbusiness.org), always use it as lowercase within a sentence. Only exception is when it is part of a sentence that’s all capped when used as a graphical element. In that case, the URL will be all caps (SMPS.ORG or BUILDBUSINESS.ORG) but in general let’s try to avoid using all caps.
Capitalization, Case (Continued)

Headline, Headings and Titles

For headlines, follow AP Style’s composition title rule, which states: capitalize the principal words, including prepositions and conjunctions of four or more letters.

When using The Pinnacle Experience, the T in “The” is always capitalized, even when used in the middle of a sentence.

• **Articles like ‘the’ are usually not capped, unless they come at the beginning of a sentence or are part of a title, such as The Pinnacle Experience.**

Within a title of an article or education offering, if you have a preposition that’s four or more letters, it should be initial capped (for example: through, with, from).

Examples:

• **Business Transformed Through Marketing Leadership**
• **From Russia With Love**
• **Tips From a Proposal Expert**
Capitalization, Case (Continued)

Headline, Headings and Titles (Continued)

Only capitalize a person’s title if it comes directly before the name. Examples: SMPS President Chris Rickman or Chris Rickman, our president.

The use of the word “board”: The terms “board” and “board of directors” are always lowercase, even if it’s part of the name.

Examples:
• SMPS board of directors
• SMPS board
• the board
• the chapter board

SMPS Foundation (foundation is capitalized with SMPS but used as a lowercase ‘f’ without SMPS in front of it).

When using the name MARKENDIUM, always use it in all caps—even when it’s part of the text of an article or in an email.

When using Build Business, whether in subject line or elsewhere, it will always be initial capped even when not referring to the actual conference name. (This is just for when we’re doing conference-themed marketing piece. For example, if we add text on the about us page that said “SMPS helps you build business.” it would be lowercase.)
SMPS Editorial Guidelines

Italics and Quotations

Italicize book, magazine, and publication titles.

Examples:
- *Marketer, Marketer QuickLook, 30-Minute Meals For Dummies.*

Use quotations for an article title if it’s within the body of text but not when it’s a headline or subhead.

Example:
- Her “Skateboarding 101” article was featured in *Skateboarding* magazine.

Numbers

Numbers one through nine are spelled out; 10 and higher use the numerals.

Use “more than” with numbers and “over” when referring to space.

Examples:
- He was driving more than 50 miles over the speed limit.
- The property was over 10 acres.
Plurals and Possessives

Whenever possible, avoid using SMPS in possessive form. For example, instead of saying SMPS’ annual conference, say our annual conference or the SMPS annual conference.

Singular common nouns ending in s: add ‘s unless the next word begins with an s: the witness’s answer, the witness’ story

Singular proper names ending in s: use only an apostrophe: Achilles’ heel, Dickens’ novels, Kansas’ schools

Plural nouns not ending in s: add ‘s: alumni’s contribution

Plural nouns ending in s: use only an apostrophe: the churches’ benches

Add an s but don’t use an apostrophe when making a number or acronym plural.

Examples:
• The ‘80s were awesome. She knows her ABCs.
Punctuation

Bullets

Capitalize the first letter after a bullet. No periods on the end of a list of bullets unless it’s more than one sentence. *Exception: when some of the bullets in the list have more than one sentence, we will use a period on the end of fragments or one sentence to make the bulleted list consistent.*

Electronic Communication

When referring to an e-publication, please use EPUB and if it’s plural, use EPUBs

For subject lines, we will always use numerals instead of spelling out numbers and we will only make the first word initial capped unless there are other words in the subject lines that are proper names such as a webinar title.

General

Use only one space between sentences.
SMPS Editorial Guidelines

**Punctuation**

**SMPS Specific**

**A/E/C:** We are now using “industries” when referring to A/E/C industries. In the past, it was singular.

Example:

- They work in the A/E/C industries.

**Awards Gala:** Our gala name: Evening of Excellence

When using it in text, please initial cap the first and third word but leave “of” lowercase. There might be an occasion when using Evening of Excellence might feel a bit awkward in a particular sentence. In those cases, it’s okay to use the word “the Evening of Excellence” or “an Evening of Excellence” within your text.

Examples:

- Jane Smith accepted her award at Build Business, during the Evening of Excellence.
- Jane Smith will receive an Evening of Excellence ticket with her conference registration.
Punctuation

SMPS Specific (Continued)

Chapter: The use of the word “chapter”. As a proper name of a chapter, it should always be “SMPS + name of chapter.” Please refer to the membership section of our website for a correct list of the chapter names.

Example:
• Correct: SMPS San Antonio
• Incorrect: The San Antonio chapter of SMPS

MARKENDIUM should always be used in all caps and “the” can be used in front of it if you’d like. Since MARKENDIUM and the SMPS Body of Knowledge are one in the same, we can use MARKENDIUM by itself when referring to the book series or educational resources that become available at launch. We can also use one of the following phrases when first referencing it:

Examples:
• MARKENDIUM, also known as the SMPS Body of Knowledge (BOK)
• MARKENDIUM, the SMPS Body of Knowledge (BOK)

National Office: When referring to the SMPS national office, please use either Society or SMPS headquarters [lowercase h for headquarters] and not SMPS National. We want to avoid using the word “National” because SMPS is an international organization.
SMPS Editorial Guidelines

If there’s something not on this list, please refer to AP Stylebook.

Punctuation

Symbols

Spell out percent instead of using the % symbol.

Also use slashes between A/E/C in all text [unless it’s part of a graphic element in which case A|E|C is okay].

Use an em dash between words (—) and an en dash (–) between numbers. To create an em dash, press CTRL+ALT+MINUS (on the numeric keypad). To create an en dash, add a space, two hyphens and another space.

Use a hyphen when using a compound adjective, but don’t use a hyphen if used as a verb. Examples: He’s working on a high-profile case. I need to make up the exam. There are exceptions to this rule: online is one word.

Use the word “email” with no hyphen.

Time

Use “a.m.” and “p.m.” with a space after the number, rather than “PM” or “am”. Also, use a colon only if using minutes.

Example:

• Should be 9 a.m. not 9:00 a.m. unless it’s 9:45 a.m.
DESIGNING FOR THE SMPS BRAND
Designing for the SMPS Brand

When developing materials for SMPS, you should always follow the basic tenets of good design. But we’ve included a few examples to demonstrate what the brand should look like. Keep in mind, as with any brand, unity is more important than uniformity. Meaning, everything should look like it’s part of the same brand without needing to look exactly alike.
Designing for the SMPS Brand

Emphasize key words and phrases.

The SMPS underscore can be used as a graphic element, at the designer’s discretion. Ideally, it can help underscore key words and phrases as well as be a visual highlight to begin key headlines.

The underscore is to be used in the horizontal orientation only.
(See examples on the following pages.)
Designing for the SMPS Brand

Promotional Poster
Designing for the SMPS Brand

Headlines: Making the Right Statement

When writing more conversational, marketing-related headlines, the headline should be set in Gotham Black, all caps, and you should use punctuation.

In blog posts, research papers and fact-based headlines and subheads, AP Style should be followed (title case, no punctuation unless it’s a question).
Designing for the SMPS Brand

Trade Show Booth Graphics
Designing for the SMPS Brand

Social Media Avatars and Headers

The SMPS social media platforms play an important role in interacting with and recruiting members on a daily basis. Thus it’s important to have all of your chapter’s social media accounts visually consistent and compliant with SMPS brand standards.

**Do:** Align your chapter logo horizontally and vertically within the profile images dimensions.

**Do:** Only use a black or white background behind your SMPS chapter logo.

**Do:** Use a well shot and engaging header image.

**Don’t:** Use distracting fonts, colors, and images outside SMPS brand standards.
SMPS regional conferences play an important role in bringing the SMPS community together. While we encourage you to have a unique theme and visual aesthetic for your regional conferences, it’s critically important to be mindful of the SMPS brand standards.

1. **DO** have a unique theme associated with your conference.

2. **DO** use the primary and secondary color palette to create a fresh look and feel for your regional conference.

3. **DO** use engaging and well-composed imagery that is unique to your conference.

4. **DO** make sure that the approved SMPS regional conference logo is featured at the top or bottom of the website.

5. **DO** prominently display your SMPS regional conference lock-up.

6. If you **DO** decide to develop a unique, themed logo for your conference, please ensure that it’s paired appropriately with your official SMPS regional conference logo.

7. **DON’T** hesitate to contact SMPS HQ if you have any questions.

Regional Conference Websites
Designing for the SMPS Brand

Logo With or Without Full Descriptor

The SMPS logo without the descriptor should be used for most internal, member-facing communications while the full SMPS logo with descriptor should be used for most outward-facing communications (see page 55).

Digital Ads
Designing for the SMPS Brand

Templates for stationery and other items are available to chapters on MySMPS.
Questions about the SMPS brand?
Contact josh@smps.org