



B R A N D
GUIDELINES

CONFIDENTIAL



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OUR MISSION

Southern Research is an innovative research organization serving the life sciences, engineering, energy, and environmental protection industries. We are committed to providing the highest quality of service to our clients, operating at the highest levels of integrity, and contributing to the betterment of mankind. We pursue entrepreneurial and collaborative initiatives to develop and maintain a pipeline of intellectual property and innovative technologies that contribute to the growth of the organization and positively impact real-world problems.



CORE VALUES

At Southern Research, our core values guide everything we do. From providing customers with exceptional service, to fostering a tremendously collaborative spirit, these principles form our foundation as well as our framework.



INTEGRITY

We adhere to a code of sound ethical behavior that builds trust and confidence in all we do. We clearly communicate expectations and provide reliable results and candid feedback to our employees, customers, and stakeholders.



ENVIRONMENT

We are an environmentally conscious, safety first organization. We value our employees and our planet and conduct our business consistent with that priority.



EXCELLENCE

We understand and consistently meet or exceed our internal and external customer's expectations. We are accountable for timelines, quality, and cost.



INDIVIDUAL + COMMUNITY

We promote an open, collaborative, and supportive environment by respecting the rights and contributions of every individual. We openly communicate information and ideas to our stakeholders, customers, employees, and the larger community.



INNOVATION

We explore ideas and create solutions to global needs. We use science and engineering to solve the world's most difficult problems.



TEMPLATE DESIGN

All template designs are located on:

the SRInsider under Marketing.

EMAIL SIGNATURES

Every employee should adhere to the email signature guidelines when using the SR logo for external email messages. Please look at the email signature guidelines to upload a compliant SR email signature. These can be located by [visiting the SRInsider, and clicking Marketing](#).

BUSINESS CARDS

Please follow the instructions on the business card order form. Do not use external sites to order SR business cards. [Visit the SRInsider, and click Marketing](#).

ELECTRONIC LETTERHEAD

The vertical logo version of the electronic letterhead is the standard letterhead. However, the horizontal logo version of the letterhead can be used to allow for more space for text, when needed. [Visit the SRInsider, and click Marketing](#).

POWERPOINT

Southern Research has built a collection of branded PowerPoint templates for use by all divisions and departments. There is also an approved Southern Research overview presentation available. [Visit the SRInsider, and click Marketing](#).

POSTERS

For poster presentations at professional meetings and conferences, a variety of poster templates are available. If you have a special request, contact the Marketing department. For currently available templates, [visit the Insider, and click Marketing](#).

COLOR | Primary Palette

Consistent use of color is very important for brand recognition and unification. The primary color in the SR brand palette is PMS 2925. Please refer to the specifications for usage below. Tints of SR Blue and Black may be used as needed.

PMS / SPOT COLOR

Pantone or Spot colors are best to use for color consistency. When a PMS color is not available or is cost-prohibitive, 4-color process (CMYK) may be used.

RGB

Use RGB or Index colors as appropriate in digital formats.

SR BLUE		SPOT PMS 2925	CMYK 85 / 21 / 0 / 0	RGB 0 / 156 / 222	HEX 009CDE		

BLACK		SPOT PMS Black	CMYK 0 / 0 / 0 / 100	RGB 0 / 0 / 0	HEX 000000		

COLOR | Support Palette

These support colors should be used when additional colors, beyond the primary SR Blue and Black, are required. Colors have been specifically selected to complement the SR Blue.

SR SILVER		SPOT PMS 877	CMYK 45 / 23 / 23 / 0	RGB 138 / 141 / 143	HEX 8A8D8F
SR SLATE		SPOT Cool Gray 10	CMYK 40 / 30 / 20 / 66	RGB 99 / 102 / 106	HEX 63666A
SR EVERGREEN		SPOT PMS 7716	CMYK 83 / 0 / 40 / 11	RGB 0 / 150 / 143	HEX 00968F
SR CITRON		SPOT PMS 381	CMYK 25 / 0 / 98 / 0	RGB 206 / 220 / 0	HEX CEDC00
SR MIDNIGHT		SPOT PMS 7470	CMYK 96 / 20 / 25 / 53	RGB 0 / 90 / 112	HEX 005A70

LOGO | Primary Brand Mark



LOGO | STANDARD

The logo is the primary element of our brand identity. It must be applied consistently and should always appear prominently on each marketing vehicle. The logo or its elements should never be redrawn. Always use the provided, approved electronic versions of the logo.



SR Logo—VER—2C.eps
SR Logo—VER—2C.pdf
SR Logo—VER—2C.png



LOGO | STD REV—WHITE

When printing on a dark solid background, a white/reversed-out logo may be used. **The contrast between the logo and the background must allow the white outline of the logo to be clear and sharp.**



SR Logo—VER—REV—WHITE.eps
SR Logo—VER—REV—WHITE.pdf
SR Logo—VER—REV—WHITE.png



LOGO | STD B/W



SR Logo—VER—BW.eps
SR Logo—VER—BW.pdf
SR Logo—VER—BW.png

LOGO | Horizontal Brand Mark



LOGO | HORIZONTAL

The horizontal logo may be used when the spacing requires. The horizontal logo has been designed to give a strong brand presence when vertical space is limited.



SR Logo—HOR—2C.eps
SR Logo—HOR—2C.pdf
SR Logo—HOR—2C.png



LOGO | HOR REV—WHITE

When printing on a dark solid background, a white/reversed-out logo may be used. **The contrast between the logo and the background must allow the white outline of the logo to be clear and sharp.**



SR Logo—HOR—REV—WHITE.eps
SR Logo—HOR—REV—WHITE.pdf
SR Logo—HOR—REV—WHITE.png



LOGO | HOR B/W



SR Logo—HOR—BW.eps
SR Logo—HOR—BW.pdf
SR Logo—HOR—BW.png

LOGO | Secondary Brand Marks



Solving the world's
hardest problems.

The logos with taglines may be used when the this level of branding is desired. **This logo must not be reproduced at a size that does not allow for legibility of the tagline, and must be used on white background.**

LOGO | STD + TAG



SR Logo—VER—TAG—2C.eps
SR Logo—VER—TAG—2C.pdf
SR Logo—VER—AG—2C.png



Solving the world's
hardest problems.

LOGO | STD B/W + TAG



SR Logo—VER—TAG—BW.eps
SR Logo—VER—TAG—BW.pdf
SR Logo—VER—TAG—BW.png



Solving the world's hardest problems.

LOGO | HOR + TAG



SR Logo—HOR—TAG—2C.eps
SR Logo—HOR—TAG—2C.pdf
SR Logo—HOR—TAG—2C.png



Solving the world's hardest problems.

LOGO | HOR B/W + TAG



SR Logo—HOR—TAG—BW.eps
SR Logo—HOR—TAG—BW.pdf
SR Logo—HOR—TAG—BW.png

LOGO | Alternative Brand Marks



SOUTHERN
RESEARCH

For certain applications, these frameless logo options may be used. Applications should be limited to simple, clean environments where little to no visual competition exists between the logo and the environment. [Usage of these marks requires approval of marketing and/or the branding agency partner.](#)

LOGO | STD FRAMELESS



SR Logo—VER—ALT.eps
SR Logo—VER—ALT.pdf
SR Logo—VER—ALT.png



LOGO | HOR FRAMELESS



SR Logo—HOR—ALT.eps
SR Logo—HOR—ALT.pdf
SR Logo—HOR—ALT.png



LOGO | SQ FRAMELESS



SR Logo—HOR—ALT—SQ.eps
SR Logo—HOR—ALT—SQ.pdf
SR Logo—HOR—ALT—SQ.png

LOGO | Application Guidelines



LOGO | CLEAR SPACE

To maintain clarity of brand recognition, always maintain a minimum space around the logo that is clear of any other type or busy background elements. **This space is defined by the height of the “SR” within the mark.**

LOGO | SMALLEST USAGE

The logo should never be reproduced where the logo without tagline is smaller than **.75 inches tall**.



LOGO | What Not To Do

To maintain the integrity of the brand, please avoid altering the logo in any way. Approved logo files are available, offering several color and file format options.



USE APPROVED
BRAND COLORS ONLY



NO SQUISHING
OR STRETCHING



NO 3D BEVEL
EFFECTS



DON'T SKEW
OR BEND



DON'T MAKE
YOUR OWN



NO DROP
SHADOW EFFECTS

FILES | Choosing the Best Format

Different file formats are designed for different applications. See below for guidance in selecting the most appropriate file type for the intended usage.



PDF

example | *SR LOGO STD.pdf*

PDF files are generally acceptable for most every usage. They are scalable without loss of quality. And most desktop publishing software should be able to use these files. They are also great for sending to printers.



PNG

example | *SR LOGO STD.png*

PNG files are designed primarily for on-screen applications. They have transparent backgrounds, allowing for placement of the logos on top of images or solid colors without having a white box that occurs with a JPG file.



JPG

example | *SR LOGO STD.jpg*

JPG files are image files that should work nicely with most desktop publishing software. However, they are not intended for use in print applications, especially in the case where the final size is larger than the original file dimensions. In other words, bitmapping will occur if scaled. JPG files are intended for on-screen applications and for basic everyday usage.



EPS

example | *SR LOGO STD.eps*

The EPS format is the preferred format for professional print use. The files are vector-based, meaning they are infinitely scalable without loss of quality. However, this format may not be compatible with typical desktop publishing software. Every printer should be able to use this format.

TYPE | Primary

PROXIMA NOVA FONT FAMILY

The Primary Font Family for the SR Brand is Proxima Nova. The breadth of faces within the family allows for great flexibility across multiple applications. And the clean, modern simplicity of the font creates a simple, unified look for the brand.

PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PROXIMA NOVA BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE | Secondary

GOTHAM FONT FAMILY

To complement and support the Proxima Nova Type Family, the Gotham Font Family may also be used.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

GOTHAM BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

GOTHAM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

GOTHAM BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

ARIAL FONT FAMILY

If the brand fonts are not available, the Arial Font Family may be used as a substitute typeface.

PHOTOGRAPHY | Guidelines

A picture is worth 1,000 words, and careful selection of photography for marketing and communications is essential to any branding effort.

As a general rule, the style of the photography should be consistent across an entire project. Using one photographer or a single source for photography will help maintain a uniform look and feel. Photos should be selected in which the backgrounds and environments do not overpower the subject matter as well as photographs in which the compositions and colors complement one another.

GENERAL RULES FOR IMAGE SELECTION

- Photos should represent the Southern Research brand.
- Photos must be current and should relate either metaphorically or literally to the four key divisions: Drug Development, Drug Discovery, Engineering and Energy & Environment.
- Photos can be abstract as long as they are in good taste and quality, relate to the areas defined above, or are community based.
- When using people, they should range in ethnic diversity, gender and age.
- Be sure to obtain proper permissions for photos. If using stock photography from one of the many online photo resources, be sure the shot is royalty- free or unlimited usage has been obtained unless preapproved. If you are unsure about this information, contact the Marketing department.
- Use only high-quality images. It is important to know the resolution and file size when dealing with digital photography.
- Clip art should never be used in Southern Research materials, nor should non-sanctioned logos or templates.

PHOTOGRAPHY | Examples

This is a sampling of photography that meets the Southern Research criteria. The people in the photos are diverse in both ethnicity and age.

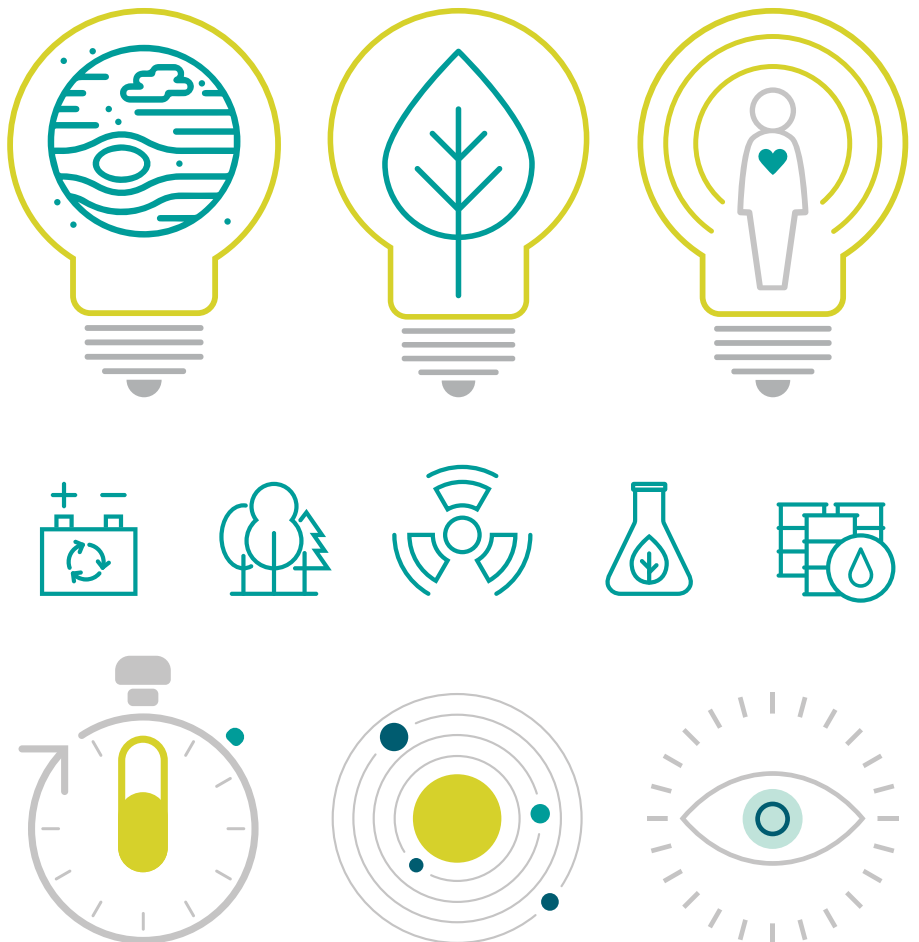
To be sure that all photographic licensing and guidelines have been met, our marketing department must approve any photography before it is purchased and used.



ICONOGRAPHY | Guidelines

Supported icon use can supplement photography to help illustrate the divisions of Southern Research.

Below are examples of the simple icon stylization that should be used.





SOUTHERN RESEARCH

2000 Ninth Avenue South | Birmingham, AL 35205