



Identity Guidelines

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01. About This Manual

Every item that bears the SNIA logo, from collateral to promotional items, is representative of our brand. The brand identity conveys a personality, meaning and purpose that the viewer associates with the SNIA name and our Association's services and solutions.

Therefore, it is critical that every element of communication the SNIA, its agents, members, vendors, partners and affiliates produce represents the organization in the intended manner. This manual is intended to establish a simple framework from which the brand can be applied to all the various materials that belong to the organization with consistency and accuracy.

As set forth in this manual, these standards should be understood and followed by anyone creating communications materials that bear the SNIA logo or reference the Association. Materials include (but are not limited to) advertising, brochures, presentations, stationery, signage, trade booths, Web sites, press materials, business forms, business cards, and promotional items.

All questions regarding the material covered in this manual should be directed to marketing@snia.org.

Our Logo

02. Primary Logo

The following section outlines instructions on the proper use and formatting of the SNIA logo. The SNIA logo consists of the wordmark and the square symbol boxes. The logo is contemporary and forward-looking, a unique visual identity designed to distinguish the SNIA from within the industry.

As our key brand identifier, the logo visually represents the characteristics that define the SNIA. The bold use of the wordmark represents strength, advancement and motion in the market. The colorful, moving boxes suggest contemporary thinking, connectivity, and advanced solutions for the storage and information technology industry. As our brand continues to grow, the signature will ensure that the SNIA is synonymous with the connections necessary to advance into the future.



A. Anatomy of the Logo

Under no circumstances should you alter, recreate or rearrange the parts of the logo shown above. Do not delete any parts of the logo, except as shown in the approved "Logo Configurations" on the following pages. In very unique circumstances the Marketing Operations team may authorize specific use of the symbol boxes.

03. Primary Logo with Endorsement/Tag Line

The SNIA logo must be locked-up with its endorsement or tag line in order to further clarify our brand and our value to the industry. As with the primary signature, this variation is a unique piece of artwork and an essential brand asset. It is not to be typeset by the user.

It must only be reproduced and applied as specified in these guidelines and should not be altered or re-created in any way. The SNIA tagline should always be placed directly under the mark and stretched the length of the type on two lines and be left justified with the logo. The tagline is always written in Gill Sans Regular. When writing the endorsement line in body copy, including (but not limited to) correspondence, marketing copy, advertising copy, press releases, etc., it should always appear as: Advancing storage & information technology



04. Clear Space

To ensure the prominence and legibility of the SNIA logo variations, always surround them with a field of white space equal to the width of the largest symbol.

This area isolates the artwork from competing graphic elements, such as text and photography, that may divert attention from the signature.



05. Minimum Space

The SNIA signature variations can be reproduced in a range of sizes. However, at smaller sizes, they begin to lose their impact.

To ensure that the signature variations are always highly legible, they must never be sized below 1" in width.



06. SNIA International Logos

The following section outlines instructions on the proper use and formatting for the SNIA logo for our regional groups. The SNIA international logo consists of the wordmark and the square symbol and in some case, the addition of the affiliate descriptor. The descriptor is always placed next to the wordmark as shown here. Under no circumstances should it vary. These logos must never be altered or recreated in any way.

Regional Affiliates



Regional Forum



Regional Community



07. All Other Alternate Logos

The following section outlines instructions on the proper use and formatting for the SNIA's Forum and Initiative logos. These logos consist of the wordmark and the square symbol and a division identifier. These signatures are intended for brand communications for very specific use. These variations must only be reproduced and applied as specified in these guidelines. They must never be altered or recreated in any way.

Technology Communities



SNIA Emerald Program



SNIA Swordfish Specification



08. Color Palette

The SNIA logo colors are bright and complementary. These colors represent uniqueness and the combination of colors work together to suggest the SNIA's goal to connect the different segments of the storage and information technology industry through the advancement of technology solutions and standards. These colors are equivalent to the PANTONE® numbers listed in the table below, and they make up the SNIA signature. For 4-color process printing, refer to the CMYK values shown below. For on-screen web applications refer to the HEX values specified.

PANTONE®	C M Y K	WEB	
PMS 2617	79 100 0 15	#54237F	SNIA purple
PMS 389	20 0 85 0	#D4E04C	SNIA lime
PMS Cool Gray 9	01 0 51 0	#E8E8EA	SNIA gray

Secondary Colors

The secondary color palette was created to add variety and visual interest to other collateral pieces.

PANTONE®	C M Y K	WEB	
PMS 159	0 66 100 07	#CC6633	SNIA orange
PMS 542	62 22 0 03	#6699CC	SNIA blue
PMS P 130-13	63 0 13 36	#3CA48E	SNIA teal
PMS P 100-16	100 94 0 35	#322A5F	SNIA navy

09. Typography

Another crucial element of the SNIA brand is typography. In order for graphics, ads, brochures, and all other communication materials to offer a consistent, recognizable personality, the typography should be treated in a consistent manner.

SNIA has standardized on the Arial family, consisting of bold, regular, italic, and narrow. This font is used for copy in emails and PowerPoint presentations.

A. Arial Family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

SNIA has also standardized on the Gotham family, consisting of book, medium, and bold. This font is used for copy in collateral and infographics.

A. Gotham Family

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789

10. Primary Logo Color Variations

The primary full-color logo variation is always preferred for SNIA. In order to accommodate a wide variety of brand applications, PANTONE®, CMYK, grayscale, black, RGB, color-reverse variations are available following the usage guidelines below. If you are unsure of which signature version to use or have questions, please contact the Marketing Operations team. These signatures must not be altered or recreated in any way.

Whenever possible, it is preferable to use the full-color version of our logo as this has a much more impactful presence.



Full-color logo

The grayscale logo may be used for newspaper ads or in instances where only one color is an option.



Grayscale logo

The reverse logo is used only in the case of an all black background where only one color is an option.



Reverse logo

Our Collateral

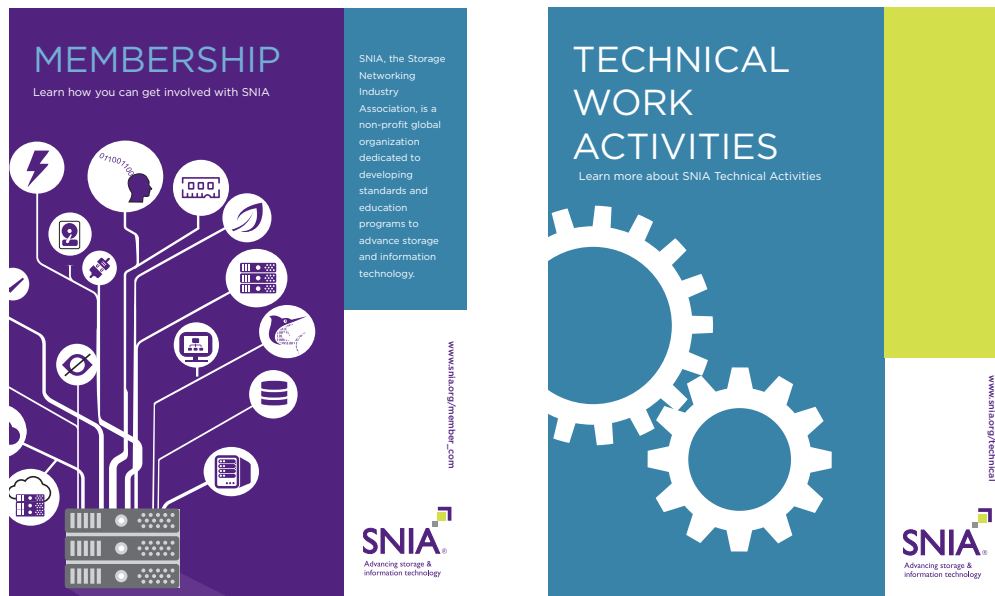
11. About Our Collateral

The SNIA is committed to providing its members, partners and members with informative and useful marketing materials. In order to provide targeted communication to key audiences, marketing collateral with imagery identification elements has been created.

12. Brochure

A brochure template is available in both a printed and downloadable PDF version and may be customized for use by SNIA Affiliates and other SNIA groups. Please request a brochure template from the Marketing Operations team.

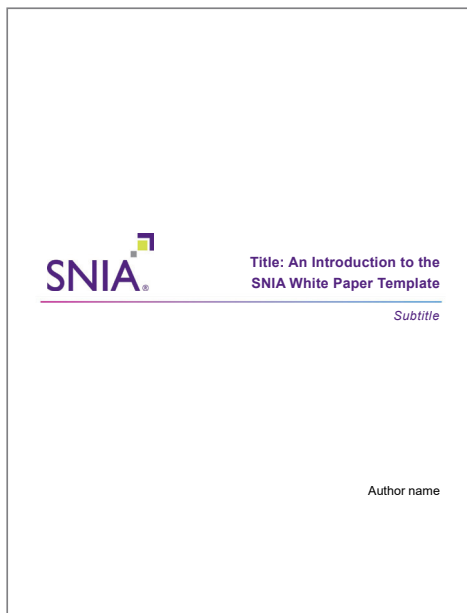
A sample of SNIA collateral:



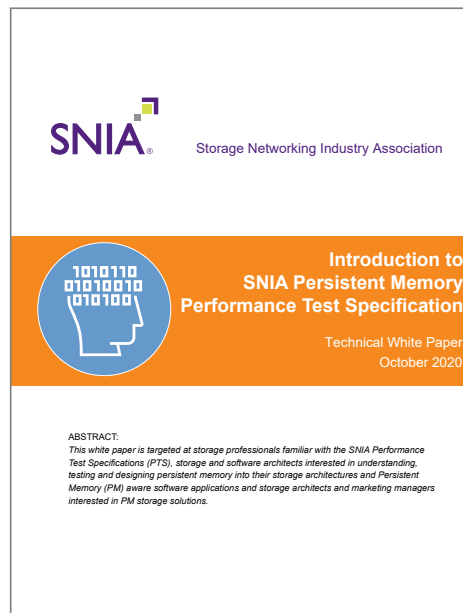
13. White Paper Templates

SNIA White Paper templates are available in Microsoft Word format and are located at <https://members.snia.org/wg/Members/document/folder/1990>.

If requested to the Marketing Operations department, the cover can be customized with a relevant icon like the example below.



General White Paper
Template Cover

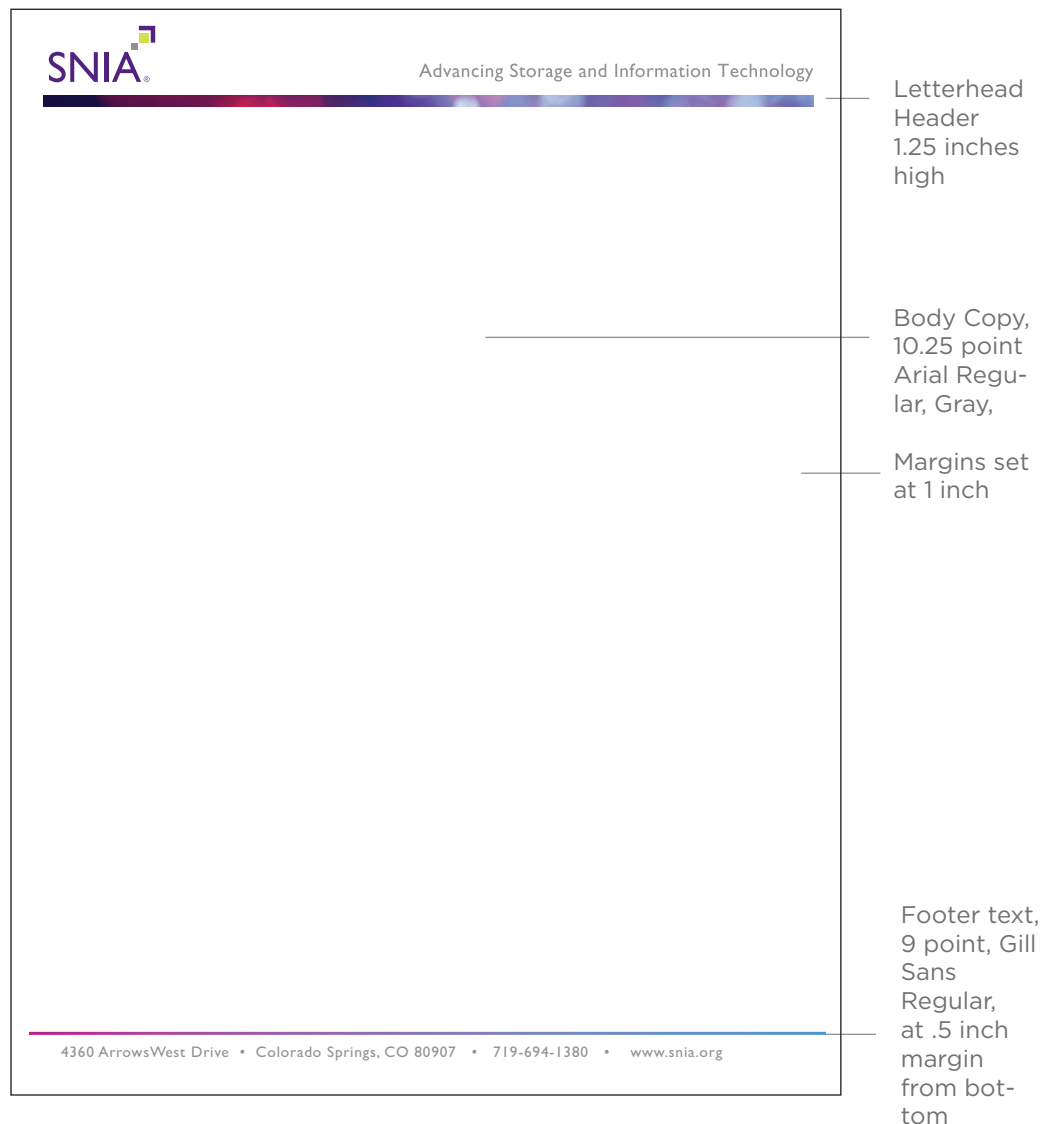


Customized White Paper
Template Cover

14. Letterhead

The SNIA letterhead reflects the look of the SNIA Web site. It is to be used in all forms of written communication. The letterhead should be pre-printed and may be fed through your own printer when printing copy. Individuals using letterhead will need to insert their personal information in the footer. Each Forum and Regional Affiliate has letterhead designed in the same format with their own logos.

An electronic version of the letterhead header is available through the SNIA Marketing Operations team that may be used for e-mail communication. This header should not be altered in any way. The font used in electronic letters should be Arial.

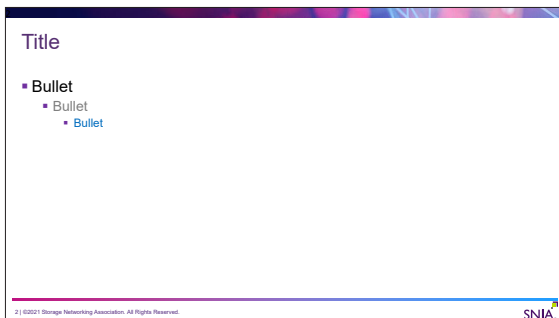


15. PowerPoint

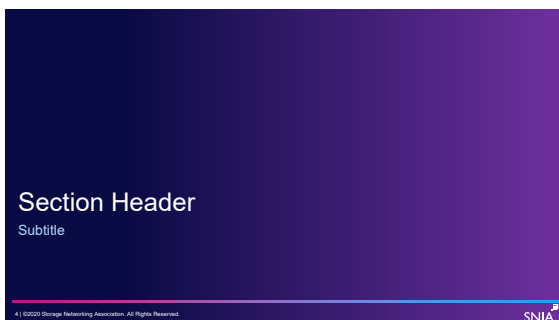
The SNIA PowerPoint Templates are available on the Members' side of the SNIA.org website at <https://members.snia.org/members/ppt/>. SNIA has standardized on the 16:9 aspect ratio version. PowerPoint presentations for events are located on the event pages.



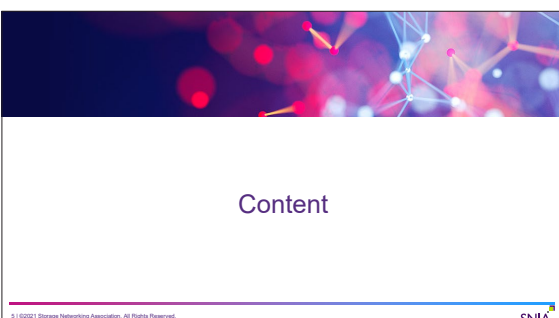
— Title slide



— Content slide



— Divider slide



— Content slide

16. Copy Guidelines

When referring to the SNIA in copy, the first mention of the organization should be spelled as follows: the Storage Networking Industry Association (SNIA). All other references may be in acronym form and must be written as:
SNIA (as a noun)
SNIA's (as possessive)

Copy tonality in all communications should be authoritative, yet friendly and inviting in business manner. Due to the highly technical nature of our organization and the critical need for clarity, the SNIA asks that all communications follow the Chicago Manual of Style, including, but not limited to, use of the serial comma to prevent any sort of ambiguity.

Example: Mission, vision, and goals not Mission, vision and goals.

All communications should include our copyright which should be written as follows:

©Copyright 2021 Storage Networking Industry Association. All Rights Reserved.

When referencing the SNIA Web site, the URL should be written as: www.snia.org