SUBSURFACE INSTRUMENTS, INC.

BRAND GUIDELINES

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For SubSurface Instruments logos, photos brochures, and
other assets, visit: http://mediacenter.ssilocators.com

SUBSURFACE INSTRUMENTS INC.
1230 Flightway Drive
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www.ssilocators.com

WELCOME TO THE SSI LOCATORS BRAND GUIDELINES. THESE GUIDELINES EXIST TO STRENGTHEN OUR BRAND.

Subsurface Instruments is setting new standards for one of our most valuable assets, our brand. We are improving our visual standards so we look as good on the outside as we do on the inside. These changes will involve bringing standards to logos, their usage, fonts, colors and quality of documents that are both internal and external. This will help us build a high-quality and professional image - just like the products we make.

When working on documents, please refer to this guide to make decisions about logo usuage, fonts, colors, templates and all other visual standards.

OUR NAME

OUR NAME

REGISTERED TRADEMARKS & TRADEMARKS

A registered trademark ® (the ® is made in MS Word by placing a parenthesis around r) means that we have registered a name or phrase with the United States Patent and Trademark Office (USPTO). A trademark ™ (the ™ is made in MS Word by placing a parenthesis around tm) is used for a name that is not yet registered, but we are using for a particular product or feature. On the following page are the correct spelling, cases and trademarks for SSI. Note that some words have a capital letter in the middle. These are trademarks, so they should be one word with the capital letter in the middle.
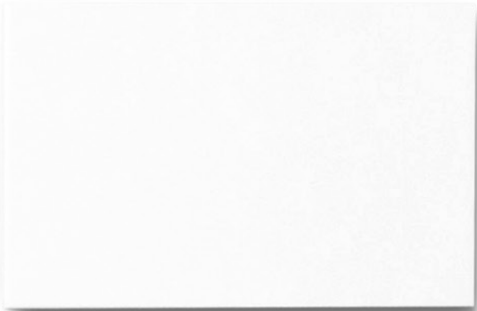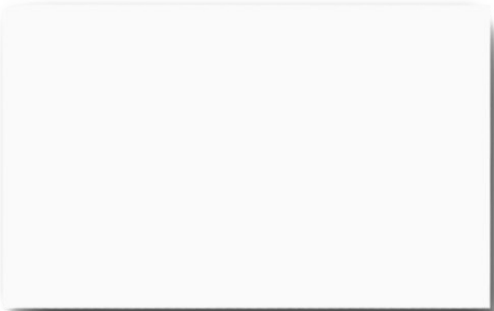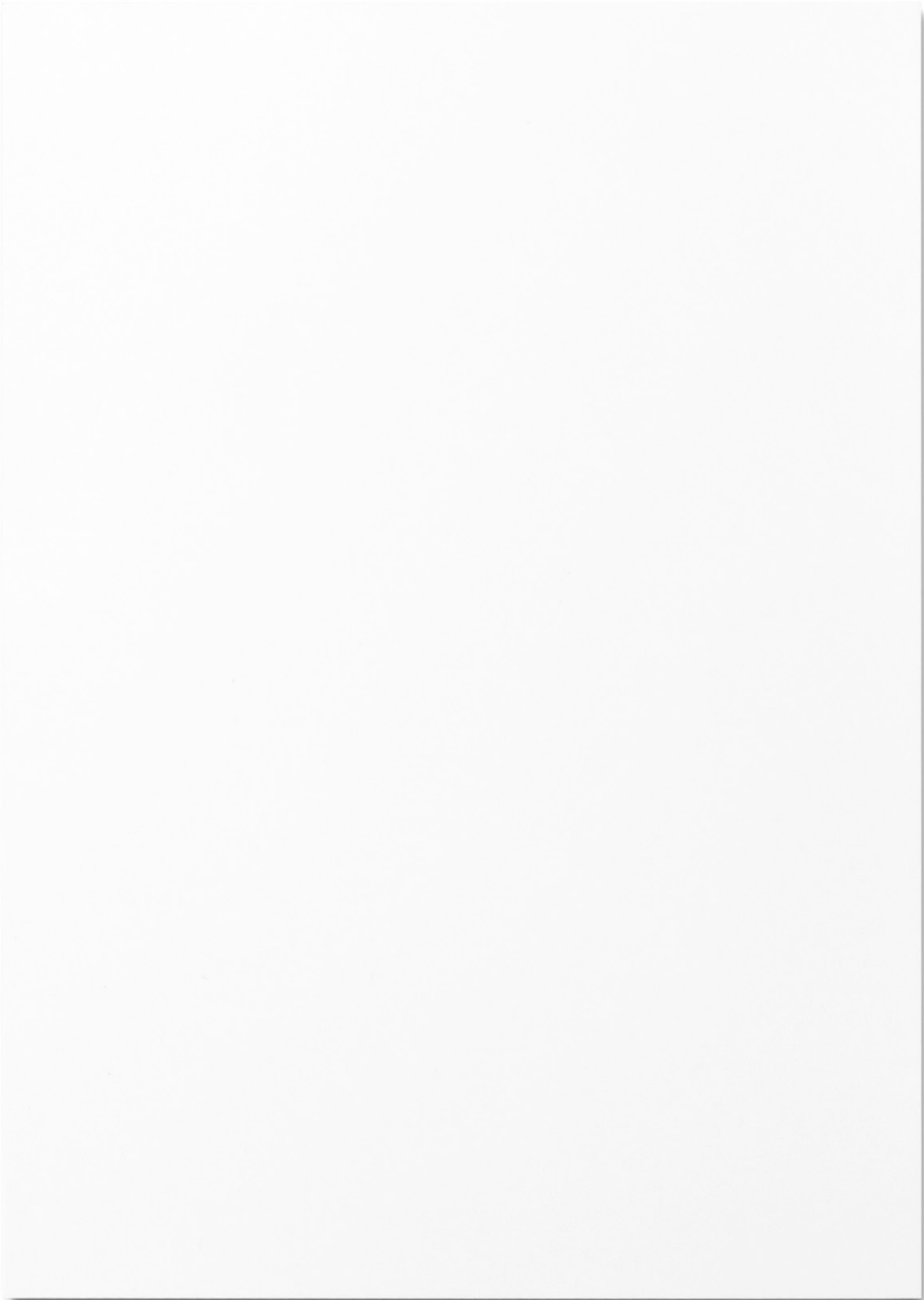
BRAND TRADEMARKS

• SubSurface Instruments should be spelled with a capital "S" and lowercase "ub", followed by a capital "S" and lowercase "urface". The two words should not have a space between them. "Instruments" should also be capitalized. No "Inc." should be used except when writing our legal name.
• The first usage of SubSurface Instruments in a document or text needs a registered trademark ®.
• The AML Pro and AML+ are trademarked:
    AML™
    AML Pro™
    AML+™

CORPORATE
IDENTITY

STATIONERY

COLORS

These are the official corporate colors.

Pantone Solid Coated 7686 C	Pantone Solid Coated 7752 C	Coated Paper Pantone 877 C
Pantone Solid Uncoated 295 U	Pantone Solid Uncoated 7752 U	Uncoated Paper Pantone Cool Gray 9 U
R 3 G 76 B 123 HEX #034c7b	R 222 G 179 B 67 HEX #deb343	R 138 G 141 B 143 HEX #8a8d8f
C 98 M 38 Y 0 K 52	C 0 M 19 Y 70 K 13	C 23 M 16 Y 13 K 46

WHEN TO USE THEM

CMYK (four-color)
The colors Cyan, Magenta, Yellow, and Black (K) are combined to create the array of colors used in a graphic. CMYK colors will vary slightly from printer to printer.
Best use: When printing in-house, or when a document has a large color-range (more than 4 colors) - photos, gradients, etc.

RGB
Exclusively used in digital design.
Best use: Web designs, powerpoints, emails - anything that will be viewed primarily on a screen.

PMS (Pantone)
PMS colors are universal and are created with pre-mixed ink. This is the most consistent color.
Best use: When printing something with minimal amounts of color (1-4 different colors), and when color consistency is needed.

LOGO USAGE

PLEASE DON'T...

Please do not change the logo color, aspect ratio or angle. Do not stretch or squish the logo! Do not use a logo if it becomes pixelated or low quality due to enlarging it (only enlarge EPSs). These rules apply to all of SSI's brand logos.

DON'T use an alternate font.

DON'T rearrange the logo elements.

DON'T change the proportions between the symbol and logotype.
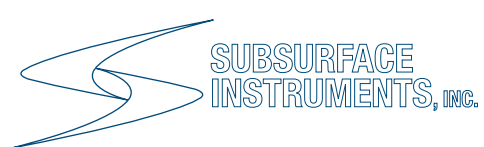
DON'T rotate the logo

DON'T stretch the logo

DON'T create a gradient logo

DON'T mix colors from the palette

DON'T use non-approved colors

DON'T outline the logo

DON'T add a drop shadow to the logo

DON'T add any other graphic filters to the logo

DON'T use logo as a holding shape for imagery or graphics

FILE TYPES

JPG

- JPG (or JPEG) is a file that is often used on the web and for screen-only purposes
- JPGs keep file sizes small, but cannot be upsized - use the file in original size or smaller (never make it larger)
- JPGs don't have transparent backgrounds, so there will always be a white background
- Best use: When needing a simple logo in an email or website where the background doesn't have an effect on the logo.

PNG

- PNGs are used on the web and for screen-only purposes
- PNGs are higher in quality than JPGs
- PNGs have transparent backgrounds - a colored/textured background will be able to be seen behind the file
- Best use: Logos, icons and other images where a transparent background is preferred. Example: When placing the logo on top of another graphic on a website.

EPS

- EPSs can be resized to any size it needs to be without losing quality - bigger or smaller
- EPSs have transparent backgrounds
- Best use: Logos, icons, graphics, print designs, etc.

USAGE

Please do not change the logo color, aspect ratio or angle. Do not stretch or squish our logo! Do not use a logo if it becomes pixelated or low quality due to enlarging it (only enlarge EPSs).

Please visit SubSurface Instruments Media Center for logos, photos, brochures, and other assets: http://mediacenter.ssilocators.com

CORPORATE FONTS

Arial is used for most internal communication & business communication needs.

ARIAL REGULAR
ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 -!@#$%^&*(.,:;)

BRAND LOGOS

WHAT IS A LOGO?

Please visit SubSurface Instruments Media Center
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http://mediacenter.ssilocators.com

PREFERRED LOGO

SYMBOL

SubSurface

Instruments

LOGOTYPE

SUBSURFACE
INSTRUMENTS, INC.

ALTERNATE LOGO (FOR HORIZONTAL USES)

CORPORATE LOGO

SubSurface

Instruments

SUBSURFACE
INSTRUMENTS, INC.

Preferred logo

SSI S-shape

Alternate logo for horizontal needs

AML+ SERIES

AML+
SERIES

Full color - original

AML+
SERIES

Flat black

AML+
SERIES

Flat white

AML PRO SERIES

Full color - original

Flat black

Flat white

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