VISION

NSPE is the recognized voice and advocate of licensed Professional Engineers.

MISSION

NSPE, in partnership with the State Societies, is the organization of licensed Professional Engineers (PEs) and Engineer Interns (EIs). Through education, licensure advocacy, leadership training, multi-disciplinary networking, and outreach, NSPE enhances the image of its members and their ability to ethically and professionally practice engineering.

VALUES

The core values of NSPE are:

- Protection of the public welfare above all other considerations
- Ethical and competent practice of engineering
- Innovation through the creative application of math, science and engineering
- The PE license as the highest standard of professionalism in engineering
- Continuous learning for professional growth
- Growth in the number of licensed Professional Engineers
- Teamwork, unity and fellowship of all PEs across all disciplines
- Commitment to the future of the licensed Professional Engineer

GOALS

1. Foster Chapter-State-National partnerships to seamlessly deliver a core level of service to every member.

2. Deliver value to our members that enhances their competence and ability to practice as a Professional Engineer.

3. Increase membership to serve and represent the collective interests of all licensed Professional Engineers and Engineer Interns.

4. Advocate U.S. public policy pertaining to engineering matters in the interest of enhancing public health, safety, and welfare.
CONTENTS

Introduction ....................................................................................................................................................................................... 4
Getting Started .................................................................................................................................................................................. 5
Branding NSPE Materials .............................................................................................................................................................. 6
Logos ................................................................................................................................................................................................... 7
    Proper Usage .............................................................................................................................................................................. 7
    Colors ....................................................................................................................................................................................... 8
    Examples ................................................................................................................................................................................... 9
Typography ....................................................................................................................................................................................... 11
Letterhead .......................................................................................................................................................................................... 12
    Business Cards ........................................................................................................................................................................ 14
Promotional Materials ....................................................................................................................................................................... 15
    Advertisements ........................................................................................................................................................................ 17
    Other Products ........................................................................................................................................................................ 18
Audiovisuals ..................................................................................................................................................................................... 19
Resources .......................................................................................................................................................................................... 20
INTRODUCTION

Over the years, NSPE has produced a wide array of materials to meet the diverse professional needs of the Society and the engineering community. The many newsletters, brochures, books, reports, and other printed materials have provided invaluable information to thousands of engineers. When materials are not similar in color and design, recipients often fail to recognize where the materials came from and fail to associate one NSPE entity with another. When materials from one organization are easily identifiable, you have begun the important process of branding.

The first step to develop a visual unity for NSPE happened a number of years ago: a single graphic image was developed to represent the Society — the NSPE logo. The main goal of the logo is to gain recognition for NSPE and its many activities and products among members and other audiences through consistent and repetitive use. To further NSPE and the state societies’ marketing and branding efforts, all state societies are strongly encouraged to adopt the standard state society version of the NSPE logo and use that logo in accordance with the uniform guidelines set forth in this manual.

The graphic standards presented in this manual provide a cohesive identity for the Society’s many components, while offering maximum visibility to the various NSPE groups that create printed material. Combined, the NSPE logo, the graphic design guidelines outlined on the following pages, and a unified design concept will project the image of a well-organized, dynamic, and forward-thinking organization.

These guidelines assure that all products—whether designed by outside commercial artists or in-house staff—will have a high-quality, cohesive appearance that will enhance the Society’s image and make it easier to identify NSPE.
CREATING NEW PUBLICATIONS

All publications, whether recurring or new, must be designed in concurrence with the NSPE Graphic Design manual. To aid NSPE in developing more effective communications and marketing deliverables, departments need to have the Communications Department review all their printing projects in the early stages of the design process to ensure for proper branding. The purpose of this “check-off” for branding is to ensure that:

1. The correct usage of the NSPE logo is implemented.

2. A product number is established for each product (fee or free), and an ISBN number is established for each fee publication.

3. A consistent placement of the NSPE Web address and street address (if space permits) is used.

4. The visual image is consistent with the multiple disciplines for engineering.

An inspector plays a crucial role in any construction project. The job demands knowledge, awareness, keen observation skills, and the ability to deal with contractors and project owners. "A Field Guide For Inspection of Sewerage and Drainage Construction," published by the Professional Engineers in Construction, provides the inspector with the necessary knowledge to inspect sewerage and drainage construction projects.

The guide, specifically written to advance the mission of high-quality construction standards, provides a series of proven policies, established procedures and techniques, and helpful resources, including "Inspection Checklists" that are applicable to construction projects on any size or scale.

This guide is available for $9.95 to all NSPE Members. Nonmembers can purchase the guide for $19.95.

Log on to www.nspe.org/fieldguide to purchase your copy today!
BRANDING NSPE MATERIALS

The foremost branding element for all materials coming from the Society is the NSPE logo. All publications should bear the logo with the correct size, placement, and color. All publications must contain the NSPE Web site, www.nspe.org, as the Society’s information resource. All materials should also include the NSPE mission statement for a consistent, repetitive message.

Design art should include images from multiple disciplines of engineering and professionals from all demographics. Clean, crisp lines should be used for text, graphics, and graphic placement. The signature color of NSPE is PMS #294 blue (color usage is detailed in a following section). Though it is not mandatory to use this color in all publications, (with the exception of the logo), any shade of blue used should be derived from PMS #294. Colors that should be avoided include pinks, purples, pastels, and other colors that convey soft, lukewarm emotions that will illicit similar responses. Advertisements and promotional pieces will be allowed more flexibility pertaining to color use; however, all publications from the Society should look professional and official.

It is important to remember that you must brand everything that originates from NSPE. Branding is a process, and a long-term commitment with a cumulative effect. Regard and loyalty will not be built overnight, so a consistent effort must be made to ensure branding success.
USING THE CORRECT LOGO

NSPE’s graphic image is based on a logo that emphasizes engineering professionals—the unifying feature of NSPE and its component organizations. The standard national logo builds on the traditional PE emblem that was trademarked by NSPE in 1968 as a symbol for all professional engineers. By providing a uniform symbol wherever visual identification occurs, the NSPE logo projects the quality and professionalism that NSPE has come to represent.

The modernized design places the PE letters and integral sign on a stylized globe, signifying an integrated organization with a global outreach. Since the words “professional engineers” appear not only in the Society name, but also in the names of all interest groups and most state societies, the logo is appropriate for use by those organizations as well.

STANDARD NATIONAL LOGO:

This logo replaces all previous logos, including the NSPE shield, for all Society products, including printed materials, publications, stationery, jewelry, banners, certificates, and audiovisuals. The only exception is that the NSPE shield has been accorded a place of historic honor and may be used only for jewelry designed for national officers and presidents of the state societies and local chapters.

NOTE: The logo shown above is the registered trademark of NSPE and every effort should be made to use it without change.

The allowable exception to the use of the full logo is the globe with the initials “NSPE” directly below. This is appropriate only when space does not allow for the entire logo. (example shown on left)

NOTE: For national-level publications, a proof of all products bearing the Society’s logo is to be reviewed by the NSPE Communications Department before it is finalized and published.
USING THE CORRECT COLORS

The official color of the National Society of Professional Engineers is PMS #294 Blue. The CMYK equivalent build is C100, M56, Y0, K18. The logo for NSPE publications may appear only in:

NATIONAL SOCIETY LOGO OPTIONS:
1. PMS #294 with black
2. All black
3. All white (reversed out of the background).

INTEREST GROUP COLORS
As with the national logo, the logos for interest groups may appear only in their individual official color with black, all black, or all white (reversed out of the background).

STATE SOCIETY COLORS
State societies may print their version of the logo in a two-color treatment of their choice (i.e., green and black), all black, or all white (reversed out of the background).

CHAPTER COLORS
Chapters should follow the same color-use rules as state societies.

Professional Engineers in Construction
Red—PMS #185
(4-color process build: C0, M91, Y76, K0)

Professional Engineers in Higher Education
Green—PMS #348
(C100, M0, Y79, K28)

Professional Engineers in Government
Tan—PMS #4645
(C0, M34, Y72, K31)

Professional Engineers in Industry
Blue—Process Blue
(C100, M9, Y0, K6)

Professional Engineers in Private Practice
Maroon—PMS #201
(C0, M100, Y65, K34)
SUBSIDIARY GROUP LOGO:

Interest groups and other subsidiary groups are identified with a separate line of type accompanying the standard national logo.

EXAMPLE:

\[ \text{NSPE Educational Foundation Logo} \]

STATE SOCIETY AND CHAPTER LOGOS:

State societies use the PE emblem with their respective state name in place of the national Society’s name. State societies and chapters should provide prominent identification of their relationship to NSPE in printed materials, newsletters, stationery, awards, press releases, etc. Use of the NSPE logo is authorized and encouraged, subject to the NSPE policies and guidelines defined in the NSPE Graphic Design manual.

EXAMPLES:

\[ \text{Maryland Society of Professional Engineers®} \\
\text{A state society of the National Society of Professional Engineers} \\
\text{Baltimore Society of Professional Engineers®} \\
\text{Maryland Society of Professional Engineers} \]

NSPE AFFILIATED GROUPS AND SPECIAL PROGRAM LOGOS:

The following NSPE affiliates and NSPE sponsored programs each have their own logos. These closely related groups and special NSPE initiatives should provide prominent identification of their relationship to NSPE in printed materials, audiovisuals, newsletters, stationery, awards, press releases, etc.

NOTE: For national-level publications, a proof of all products bearing the Society’s logo is to be reviewed by the NSPE Communications Department before it is finalized and published.
LICENSED MEMBER AND MEMBER USE LOGOS:

NSPE members who are in the “Licensed Member” and “Member” categories, as outlined in the NSPE Bylaws, may use the NSPE logo on personal business stationery and business cards as an expression of their membership in the Society. This use is permitted only in accordance with the following guidelines. All NSPE members from other membership categories are not permitted to use the logo.

GENERAL GUIDELINES FOR ALL SITUATIONS COVERED

Use of the NSPE logo is permitted only as an expression of an individual’s membership in the National Society of Professional Engineers and may not be used to imply the membership of a company or organization in NSPE or as a direct or implied endorsement of any kind by NSPE. The logo shall not be used by a person in the “Member” category to imply status as a licensed professional engineer.

With the exception of business cards (see “Business Cards” on p. 14), where space may be at a premium, only forms of the logo to the right are permitted (the first two forms depend on whether a person is in the “Licensed Member” or “Member” category; the third form carries restrictions on letterhead—see p. 12):
The consistent use and look of type is an important part of NSPE branding. A selection of type families, including traditionally styled Serif typefaces and modern Sans Serif typefaces, have been chosen for their legibility and similarity, while still giving versatility to the design of Society publications. A few specialty typefaces have also been included for usage purposes that include awards, advertising, and other instances that demand greater attention.

**TYPOGRAPHY**

**TYPE FAMILIES**

The approved type families for NSPE are Helvetica, Arial, Georgia, Times New Roman, and Myriad. All of these typefaces may be used in their many configurations—italics, bold, condensed, light, etc.—offering maximum variety and creativity to designers of NSPE publications.

*Note:* Other fonts may be used, when appropriate, for special themes, occasions, or promotions. The NSPE Communications Department must approve all copy style before print.
STATIONERY, FORMS, AND BUSINESS CARDS

Correspondence from NSPE and its component organizations is an important element of the Society’s image with members and nonmembers alike. A single basic design format for all Society stationery, business forms, and business cards will enhance and reinforce the Society’s identity. The following guidelines specify the basic design components for these materials. The guidelines also include adaptations to the basic design for subsidiary organization use. Design specifications for letterhead, envelopes, and business cards appear on the following pages.

SPECIFICATIONS FOR LETTERHEAD

BASIC NSPE LETTERHEAD:

PAPER SIZE:
8 ½” x 11”

LOGO SIZE:
Size: 3.5 picas diameter; Position: 3 picas from left edge, 3.5 picas from top edge.

RULES:
Size: ½ point; Position: (horizontal) 7 picas from top; (vertical) 7 picas from left edge.

ADDRESS:
Size and Type: 8-point Helvetica Condensed Bold Italic, all caps; Position: 5 pica to right of vertical rule; last base line 3 picas from bottom edge.

EXAMPLE:
SPECIFICATIONS FOR LETTERHEAD (CONT.)

LETTERHEAD MEMO PAD

**PAPER SIZE:**

5 ½” x 8 ½”

**LOGO SIZE:**

*Size:* 3.5 picas diameter; *Position:* 3 picas from left edge, 3.5 picas from top edge.

**RULES:**

*Size:* ½ point; *Position:* (horizontal) 7 picas from top; (vertical) 7 picas from left edge.

**TEXT:**

*Position:* baseline 1.5 pica below horizontal rule, 1 pica to the right of the vertical rule.

**ADDRESS:**

*Size and Type:* 8 point Helvetica Condensed Bold Italic, all caps; *Position:* .5 pica to right of vertical rule; last base line 3 picas from bottom edge.

---

LETTERHEAD MEMO PAD

**PAPER SIZE:**

Standard #10 business envelope

**LOGO:**

*Size:* 3.5 picas diameter; *Position:* 2 picas from left edge, 1.5 picas from top edge.

**RULES:**

*Size:* ½ point; *Position:* (vertical) 5.5 picas from left edge; (horizontal) 5 picas from top edge, 5.5 picas from left edge, 14 picas long.

**ADDRESS:**

*Size and Type:* 8-point Helvetica Condensed Bold Italic, all caps; *Position:* 5.5 picas from top edge to top of address; 5 picas from left edge, bleeds to bottom.

**EXAMPLE:**

![Example Image]
BUSINESS CARDS

On business cards, the NSPE logo may be placed anywhere, so long as it is done in a tasteful and professional manner.

Since space on business cards can be at a premium, the following forms of the NSPE logo may also be used, but use of the standard logo is encouraged.

PREFERRED:

![NSPE Logo](image)

FOR LICENSED MEMBERS AND NSPE MEMBERS:

![NSPE Logo](image)

ALSO ACCEPTED:

![NSPE Logo](image)

![NSPE Logo](image)

![NSPE Logo](image)

Example:

**ABC Company**

John D. Doe, P.E., NSPE
Address Address
City, State, 00000
800000-0000; Fax: 763/000-0000
E-mail: abccompany@gmail.com
www.abccompany.com

**EXAMPLES:**

- ABC Company
- ABC Company
- ABC Company
- ABC Company
ADVERTISING AND PROMOTIONAL MATERIALS

The brochures, fliers, bookmarks, folders, ads, and other collateral materials that promote NSPE membership, products, seminars, and conferences reach a wide audience of NSPE members and nonmembers. These materials play an important part in conveying the Society’s image and must conform to the Society’s graphic guidelines. Basic layout parameters have been established for the covers and interior pages of advertising brochures. Those design specifications appear on the following pages.

Basic design criteria are mandated for these materials as well. All advertising materials must include the NSPE logo on the front cover or front page.

BASIC SPECIFICATIONS

8.5” x 11” COVER OR FRONT PAGE:

LOGO:

Size: 3.5 picas diameter; full logo (logo plus logotype) measure 17 picas in length; Position: (preferred) 3 picas from right edge, 3 picas from bottom; (options) or 3 picas from left edge, 3 picas from top; or 3 picas from left edge, 3 picas from bottom.

EXAMPLE:

RULES (OPTIONAL):

Size: Rule #1 = 6 point, Rule #2 = ½ point; Position: Rule #1: 3 picas from top edge, 3 picas from left and right edge; Rule #2: 9 picas from bottom and 3 picas from...

HEADLINE TYPE:

Size: Any appropriate type size; Position: 4 picas from top, 3.5 picas from left edge.

COLOR:

There are no color restrictions except for the NSPE logo.
BASIC SPECIFICATIONS

4" x 9" VERTICAL AND HORIZONTAL FORMAT

LOGO:
Size: 2.75 picas diameter; full logo (logo plus logotype) measure 13.5 picas in length; Position: (preferred) 2 picas from right edge, 2.25 picas from bottom; (options) or 2 picas from left edge, 2.25 picas from top; or 2 picas from left edge, 2.25 picas from bottom.

RULES (OPTIONAL):
Size: Rule #1 = 6 point, Rule #2 = ½ point; Position: Rule #1: 3 picas from top edge, 3 picas from left and right edge; Rule #2: 7.5 picas from bottom and 3 picas from left and right edge.

HEADLINE TYPE:
Size: Any appropriate type size; Position: 2.75 picas from top, 2.25 picas from left edge.

COLOR:
There are no color restrictions except for the NSPE logo.

EXAMPLE 1:

COVER OR FRONT PAGE

LOGO:
Size: 3.5 picas diameter; full logo (logo plus logotype) measure 17 picas in length; Position: (preferred) 3 picas from right edge, 3 picas from bottom; (options) or 3 picas from left edge, 3 picas from top; or 3 picas from left edge, 3 picas from bottom.

RULES (OPTIONAL):
Size: Rule #1 = 6 point, Rule #2 = ½ point; Position: Rule #1: 3 picas from top edge, 3 picas from left and right edge; Rule #2: 9 picas from bottom and 3 picas from left and right edge.

HEADLINE TYPE:
Size: Any appropriate type size; Position: Position: 4 picas from top, 3.5 picas from left edge.

COLOR:
There are no color restrictions except for the NSPE logo.

EXAMPLE:
BASIC SPECIFICATIONS

FORMAT FOR A 1/4-PAGE AD (4” x 4.8125”)

LOGO:

Size: 2.75 picas diameter; full logo (logo plus logotype) measure 13.5 picas in length; Position: (preferred) 2 picas from right edge, 2.25 picas from bottom; (options) or 2 picas from left edge, 2.25 picas from top; or 2 picas from left edge, 2.25 picas from bottom.

RULES (OPTIONAL):

Size: Rule #1 = ½ point, Rule #2 = ½ point; Position: Rule #1: 3 picas from top edge, 3 picas from left and right edge; Rule #2: 3 picas from bottom and picas from left and right edge.

HEADLINE TYPE:

Size: Any appropriate type size; Position: 2.75 picas from top, 2.25 picas from left edge.

COLOR:

There are no color restrictions except for the NSPE logo.

EXAMPLE:

---

FORMAT FOR A 1/2-PAGE AD (8.125” x 5.5625”)

LOGO:

Size: 3.5 picas diameter; full logo (logo plus logotype) measure 17 picas in length; Position: (preferred) 3 picas from right edge, 3 picas from bottom; (options) or 3 picas from left edge, 3 picas from top; or 3 picas from left edge, 3 picas from bottom.

RULES (OPTIONAL):

Size: Rule #1 = ½ point, Rule #2 = ½ point; Position: Rule #1: 3 picas from top edge, 3 picas from left and right edge; Rule #2: 3 picas from bottom and 3 picas from left and right edge.

HEADLINE TYPE:

Size: Any appropriate type size; Position: 2.75 picas from top, 2.25 picas from left edge.

COLOR:

There are no color restrictions except for the NSPE logo.

EXAMPLE:
AWARDS, BANNERS, AND OTHER PRODUCTS

NSPE’s logo appears on many products used at Society meetings and by individual members. The logo represents NSPE and its component organizations in many settings and must always be used in a professional manner.

While no single set of criteria can address all design needs for the diverse materials bearing the NSPE logo, certain restrictions apply.

The full logo should be used in almost every situation. However, for some items such as lapel pins, the full logo is impractical. The PE emblem or the PE emblem accompanied by the NSPE acronym may be used when it is not possible to use the full logo.

ITEMS APPROVED FOR NSPE LOGO USE:

- Decorative banners and identifications
- Awards and plaques
- Certificates
- Official reports
- Official programs and agendas
- NSPE Affinity Credit Cards
- Identification cards, buttons, or other identifying media to be worn by members in attendance at meetings
- Accessories such as neckties, belt buckles, wallets, scarves, etc. (within constraints of good taste)

EXAMPLES:

NOTE: The NSPE Communications Department should be consulted for guidance in designing any products bearing the Society’s logo.
Audiovisual materials—used as either stand-alone products or aids in oral presentations—are important communication tools. Good visual aids can be extremely effective. But poorly designed or improperly used ones can seriously damage an otherwise excellent speech.

The type of visual aid you select depends on a number of factors: purpose of presentation, size of audience, time, budget, resources, and complexity of information.

Specifications

The most common tool used to develop oral presentations today is PowerPoint. Some basic design rules always apply:

1. The lettering must be large enough so that everyone in the audience can read the projected image.
2. The information conveyed should be simple and direct.

When creating a PowerPoint presentation, always place the NSPE logo in the lower left corner. There is a specific “online” version of the logo that has fewer lines in the sphere and is used for computer presentations and on Web sites. This is the logo that must be used in PowerPoint presentations because it shows up better in a smaller size. The standards for audiovisuals relating to logo color and fonts are the same as those previously outlined in the manual.

On-Screen Logo

Standard National Logo:
Audiovisual products, such as video productions, must be approved in advance by and produced through the NSPE Communications Department.
DESIGN AND PRODUCTION RESOURCES

For additional information on NSPE branding and design guidelines please contact the NSPE Communications Department.

NSPE official logos, logo guide, as well as other useful information are available for download on the NSPE Web site.

FOR MORE INFORMATION VISIT:

www.nspe.org

or contact:

Danielle McKenrick // Graphic Designer
703-684-2808 // dmckenrick@nspe.org