

## SEIPI LOGO GUIDELINES

As a general rule, other companies/third parties may not use the SEIPI logo unless stated in the limited circumstances below. The logo must always be used pursuant to the specifications on this page to identify SEIPI. Any use that falls outside of these specifications is strictly prohibited.

Other companies/third parties may only use the logo under the following limited circumstances:

- Has permission from SEIPI  
(Reason for use, sample of document where the logo will be used [w/dummy logo])
- The company requesting is a duly certified SEIPI member
- In advertising/marketing/promotions, which SEIPI is a part of

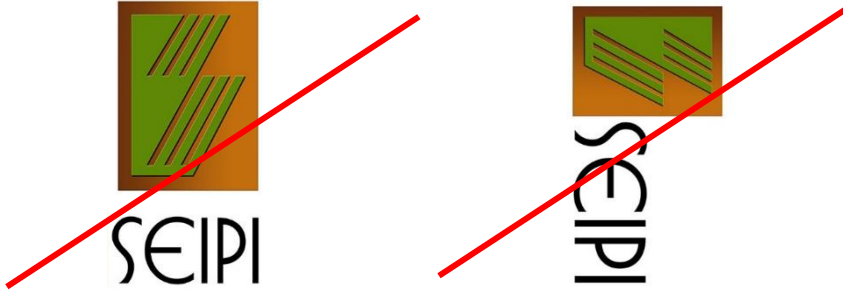
The following guidelines must be followed for use of the logo:

1. Use only approved SEIPI logo artwork as provided. Logo specifications and logo use examples are found on page 3:



2. SEIPI is an acronym and therefore, should always be capitalized.
3. The symbol may not be separated from the logotype.
4. The logo is to identify those member-companies and individuals that are official members of SEIPI.
5. It is acceptable to include the SEIPI logo in its member-companies' websites and company or individual's business cards. However, you must ensure that the logo is not concatenated with another word and the usage does not imply or make the user believe that it is supported or authorized by SEIPI.
6. Neither the logo nor the SEIPI name may be used in any other company name, product name, service name, website title, publication title, or the like.
7. The logo must be used as provided by SEIPI with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

8. The logo must appear only in a horizontal position.



9. The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The logo must never be used to represent the word "SEIPI" in text, including in a headline, company-/product-name logotype, or body copy.



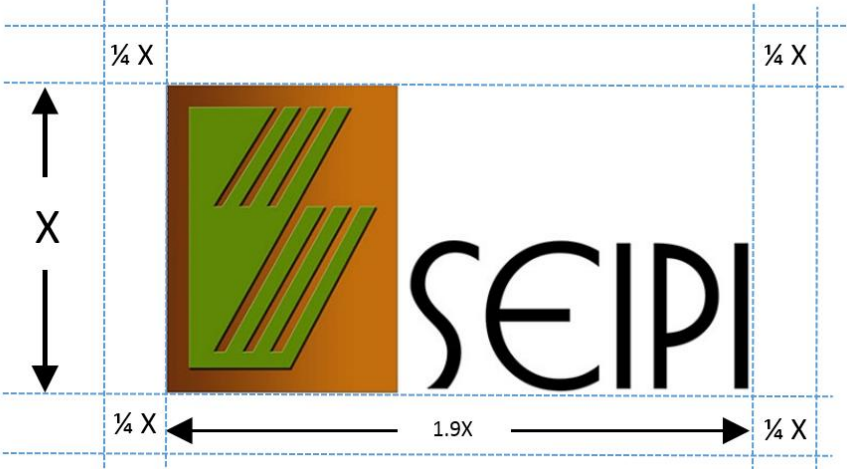
10. The logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, product or service name, logo, trade dress, design, slogan, or other trademarks. The logo must never appear with any other symbol or icon; contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.



*SEIPI reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in SEIPI's sole judgment, does not comply with these guidelines, or might otherwise impair SEIPI's rights in the logo. SEIPI further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.*

**Logo Specifications**

I. Clear Space and Size Range



II. Color Reproduction

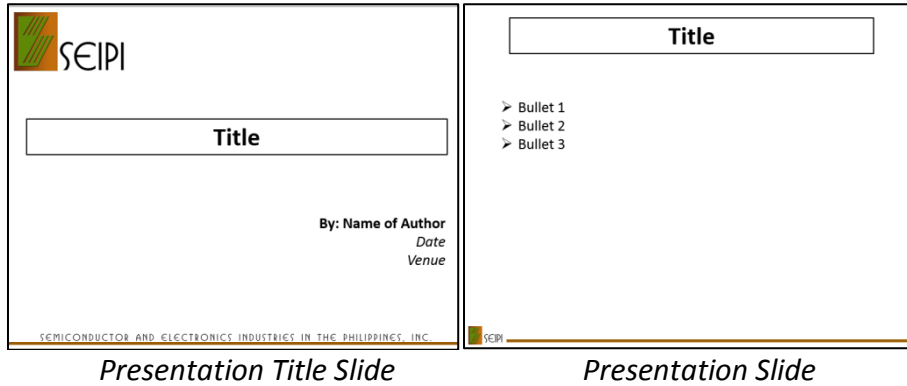
**R94 G136 B5**  
**C68 M27 Y100 K10**  
**#5e8805**  
Effects: Bevel & Emboss

**R194 G110 B14**  
**C20 M63 Y100 K6**  
**#c26e0e**  
Effect: Dark Gradient

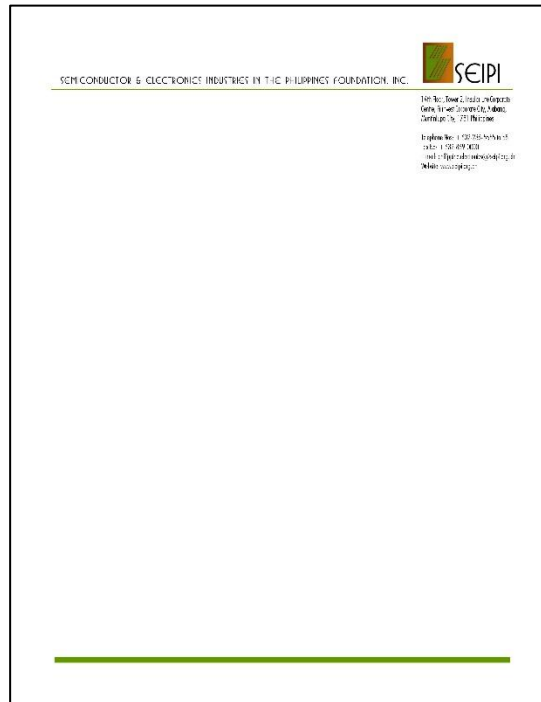
**R0 G0 B5**  
**C60 M40 Y40 K100**

## Logo Use Examples

### A. PowerPoint Template



### B. Letterhead



### C. Business Card

