



{ LOGO USAGE & BRAND STANDARDS GUIDE }

**SERTOMA
LOGO USAGE
& BRAND
STANDARDS
GUIDE**

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INTRODUCTION

This manual represents the beginning of Sertoma's second century, the beginning of a new era where all communications will work in concert to enhance Sertoma's image and convey exactly what we stand for.

It is important that the Sertoma brand be communicated and displayed with consistency to our club members, affiliates, neighbors, and the larger community and nation. This consistent repetition will help them recognize Sertoma in a manner consistent with our mission, vision and purpose.

The intent of this manual is to be a constant companion for you, referring to it frequently, because our beloved organization's unique personality can only shine through when we all honor these guidelines and standards.

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SERTOMA'S VOICE FOR THE NEXT CENTURY

The following language is the foundation for all future Sertoma brand communications as we enter into our next century of service.

The language is not all-inclusive but does represent a critical starting point from which all future internal and external communications should evolve. While the mission, vision and purpose do not change, the surrounding language is critical to helping readers understand our voice. The goal is to speak to our audience with clarity and emotion.

This language has been carefully considered by board members, staff and others with an unwavering desire to see Sertoma succeed. It is important to honor their work in this process by holding ourselves to these words and their meaning.

While every word is open to a reader's interpretation based on his or her life experiences, collectively their meaning is clear. It is our job as communicators of the Sertoma brand to ensure the full intention of meaning is captured and conveyed as often as possible

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OUR VOICE CANNOT ALWAYS BE HEARD

Our voice speaks to our proud history and strong future of service to mankind.

Our voice is heard in harmony, the harmony of individuals coming together to create communities.

Our voice is one of conviction and strength, the attributes of leaders.

Our voice is one of empathy and compassion, in support of those with needs.

Our voice is one of determination and focus, for those who wish to serve.

Our voice cannot always be heard. For those who cannot hear, there is Sertoma.

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PEOPLE OF SERVICE TO THE COMMUNITY
(PURPOSE)

For the past century and for the next 100 years, Sertoma's purpose has been and will be to serve our communities and to improve the lives of those who need our help.

For all of our organizational structures, past, present and future, one thing is constant: a collection of people acting as one can create change for the betterment of all.

One person can define a community. Two people make a community. Speaking with one voice, seeing with one vision, the two individuals can nurture their community to grow exponentially. And that community, being of service to others, will move with passion to make life better for the many in need.

Sertoma's purpose is to meet the needs of communities through volunteer service.

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FOR THOSE WHO WISH TO SERVE, THERE IS SERTOMA (VISION)

A community, no matter how small or loosely defined, can make a positive impact. But imagine how much more that community can accomplish when given the powerful tool of a unified voice.

Sertoma's vision is to create communities of change under common leadership and with a common voice that will serve the many in need.

Sertoma is the common voice for those who wish to serve. We are the town center of communities far and wide, composed of individuals with a passion for service and leadership. Sertoma motivates, enables, leads, encourages and guides those who seek to engage.

Sertoma's communities share in knowledge, resources, leadership, commitment and, ultimately, successes. Our communities are diverse and dispersed, yet they come together in every way imaginable to simply serve others.

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BECAUSE NOT EVERYONE CAN HEAR OUR VOICE,
THERE IS SERTOMA (MISSION)

Our quality of life is enriched when others can hear us, yet our collective voice has no power or influence if others can't hear it.

Our passion is to create a world where everyone who chooses can hear us. And our passion will compel us to raise awareness of our cause, educate those willing to understand, and support those whose lives can be improved through better hearing health.

Our mission is to improve the quality of life today, through education and support, for those at risk of or impacted by hearing loss.

Hearing health needs allies and advocates, educators and healers. Sertoma communities share the common belief that attention paid to hearing health adds quality to lives and communities.

Sertoma communities come together to make healthy hearing common in our everyday lives.

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FORMAL PURPOSE, VISION, MISSION

Sertoma's purpose is to meet the needs of communities through volunteer service.

Sertoma's vision is to create communities of change under common leadership and with a common voice that will serve the many in need.

Sertoma's mission is to improve the quality of life today, through education and support, for those at risk of or impacted by hearing loss.

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SERTOMA LOGO USAGE AND SIGNATURE COLORS

Colors

The signature colors associated with the logo are specific and part of creating brand recognition.

PRIMARY COLOR CONFIGURATION

The official color to be used in the primary logo is Sertoma Blue PMS 289.

The only approved variations are detailed on page 12 of this guide.



PMS 289

Primary
Logo



Printing in PMS inks is not always possible, so the official colors have been translated into the following color models. **Printing full-color, or four-color process using CMYK inks**, the color mixes are:



C: 100 M: 64 Y: 0 K: 60

SECONDARY COLOR CONFIGURATION

The only other color to be used in the Sertoma suite of logos is Sertoma Gold PMS 142.

See the following pages for approved use of this color in varying logos.



PMS 189



C:0 M:28 Y:76 K:0

Secondary Logo
Example



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SERTOMA INCORRECT LOGO USE

Acceptable logo usage

Primary use for the Sertoma logo is the one color version — Pantone 289. When printing prohibits this, use the one color version in black or reverse the logo to white.



One Color:
Black is used.



Reversed

Incorrect logo usage

Do not color rotate, skew, or apply effects to the logo.



Do not rotate.



Do not skew.



Do not add any effects.



NOTE: The rules of the usage shown here apply to ALL Sertoma logos and seals.



Do not recolor the logo.

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STANDARD LOGO

Full color



Greyscale



Full color on color background that would conflict with the logo. (White box around logo with .25 inch border.)



**REVERSED ONE COLOR
ONLY ACCEPTABLE OPTIONS**
Use Sertoma's blue PMS 289 as the background, and gold PMS142 or white the lettering.



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SEAL LOGO

Full color



Greyscale



Full color on color background that would conflict with the logo. (White box around logo with .25 inch border.)



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ANNIVERSARY LOGO

Full color



Greyscale



Full color on color background that would conflict with the logo. (White box around logo with .25 inch border.)



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SERTOMA CLUB LOGO I

Two color



One color



On a conflicting background
Use reversed option
(white) or any color
version with .25 white
box border around logo



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SERTOMA CLUB LOGO I — PROPER USAGE

Proper Usage

Chapter name of club must remain inside the blue box.

Longer club names should be limited to two lines within the blue box.

Example of shorter club names within blue box.

Do not distort, rearrange, alter or use unapproved colors or color combinations in any way. The variations on this one-sheet are the only approved logo usages.



Any logo variation should not be scaled smaller than 1" to ensure readability. (See sized logo to the left.)

Do not enlarge or shrink copy in the blue box.

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SERTOMA CLUB LOGO 2

Two color



One color



On a conflicting background
Use reversed option
(white) or any color
version with .25 white
box border around logo



SERTOMA CLUB NAME: Helvetica Neue LT Standard Bold Extended 73

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SERTOMA CLUB LOGO 2 — PROPER USAGE

Proper Usage
Chapter name of club must remain inside the blue area.



Shown are examples of both short and long club names.
Sertoma HQ creates these custom logo versions upon request from individual clubs.



Do not distort, rearrange, alter or use unapproved colors or color combinations in any way. The variations on this one-sheet are the only approved logo usages.



Any logo variation should not be scaled smaller than 1" to ensure readability. (See sized logo to the left.)

Do not enlarge or shrink copy in the seal.

SERTOMA CLUB NAME: Helvetica Neue LT Standard Bold Extended 73