BRAND STYLE GUIDE

SIR

SOCIAL ACTIVITIES FOR MEN

Brands are a perception.

Large corporations spend big money to shape their image; hiring teams to monitor and maintain this image in the public's mind.

Nonprofits like SIR, Inc. cannot afford to spend the same money on advertising that corporations can – but we can, and should, rely heavily on SIR's brand to provide a consistent look and feel in SIR-branded materials and messaging.

This is the only way to effectively shape our image.

To date, SIR outreach efforts have been diluted because of a lack of consistency in our brand. Instead of reinforcing and developing an image, SIR is continually reintroducing itself to members, potential members and the public.

By adhering to the brand guidelines set forth in this document we can create a statewide, unified image for SIR. This is both a critical first step and ongoing effort to fulfill SIR's goal of increasing awareness and membership. We must create a public image that is consistent in order to be effective.

The following is a guide on the use of SIR's logo and brand elements, as well as examples of usage that will allow our 100+ Branches in Northern and Central California to successfully advance this outreach effort. If you have any questions about the brand guidelines, please contact Mary at **mary@mcoassoc.com.**

Table of Contents

LOGO USAGE

The presentation and appearance of the logo and supporting elements are important for the integrity of the brand. To be memorable and easily recognized, it is best to put the best possible version of the brand forward in all printed materials and digital graphics.

The Logo

SIR Red

CMYK: 18/100/90/8
RGB: 191/30/46
HEX# BF1E2E

Black

CMYK: 0/0/0/100
RGB: 0/0/0
HEX# 000000

A reimagined version of logos past, SIR's refreshed logo acts as a distinguishable mark that emulates the essence of SIR's message and goal. The bold contrast of colors and simplified forms allow the mark to be instantly recognized.

Logo Guidelines & Elbow Room

The SIR logo should appear on all communications including emails.

Do not alter
the color of the mark

Do not stretch
or skew the mark

Do not add new
elements to the mark

Do not alter the
logo elements

A black and white version of the logo is available on SIRinc.org. Color versions should be your first choice. However, if you need a black and white version it should be used according to the same standards as the color version.

1.63"

For on-screen use, brand mark should never be reproduced less than **1.63" or 98 pixels** wide.

3/4"

In printed materials, brand mark should never be reproduced less than **3/4" or 45 pixels** wide.

COLORS
TYPOGRAPHY

The brand colors and typography are as important as the logo and logomark. The two work harmoniously across all visual platforms to establish the look and feel of SIR. The branded material samples featured are a sample of how a defined brand style can come to life in everyday materials.

BRANDED MATERIALS

Primary Pantone® & CMYK Guide

SIR Red	Cool Grey	SIR Navy	Light Taupe	Black	White
SIR Red	PANTONE® Cool Gray 8 C	PANTONE® 2378 C	PANTONE® 7529 C	Black	White
CMYK: 18/100/90/8 **RGB:** 191/30/46 **HEX#** BF1E2E	**CMYK:** 44/34/29/10 **RGB:** 136/139/140 **HEX#** 888B8D	**CMYK:** 81/60/18/37 **RGB:** 46/72/110 **HEX#** 384967	**CMYK:** 24/26/30/3 **RGB:** 183/169/154 **HEX#** B7A99A	**CMYK:** 0/0/0/100 **RGB:** 0/0/0 **HEX#** 000000	**CMYK:** 0/0/0/0 **RGB:** 255/255/255 **HEX#** FFFFFF

Consistent Color

The SIR color palette is presented above. There are several options to use as main colors and accent colors. However, the SIR red should appear on every produced document in addition to the logo.

Color Design

Be sure to limit the color of any given piece of marketing collateral or communication to **three colors**, including the trademark SIR red.

Design Guidelines

Copy

In applying voice and image, colors and typography there is a world of variation possible. This leaves opportunity for creativity and personalization for a Branch and volunteer, but some guidelines are necessary in creating consistency and maintaining brand.

Headlines on SIR materials can be in SIR red, blue or reversed (white on dark background). Body copy should be SIR black or for short blurbs or to highlight a sentence or phrase reversed (white on a dark background).

Consistent Elements

A triangle has been utilized as SIR's consistent brand element. All materials produced for SIR should have a noticeable triangle. Two options are available either the organization red or blue. Files are available on the SIRinc.com website. They can be adjusted to the size you need.

Typography

Headline

LATO BLACK

Lato is a legible and widely assessible typeface. The full sans-serif family is clean, with a touch of personality in the soft angles. Since the Lato family is available to download for free from Google, the individual SIR branches will have no problem altering the unique information on the back of any marketing collateral.

Lato should be used in all marketing materials such as newsletters, brochures, flyers, business cards, stationary. In addition, official reports for presentation should use Lato for headlines/headers. Lato or Arial can be used for the body copy. **If Lato is unavailable on a given platform, please substitute all type with the Arial family.**

Sub-Head

Lato Bold

The semi-bold version of this font family is perfect for standing out against the paragraphs of body text. It can be highlighted in the branded blue or red and work well to visually break up content.

Body Copy

Lato Regular

This light, legible font will be utilized in any bulk or body copy throughout the brand packages, marketing collateral, and internal messaging.

Typography

How to Download the Lato Font Family

1. Go to Google Fonts.
2. Enter "Lato" font in the search box.
3. In the upper right corner, click on the "Download family" link. The font will download as a ZIP file.

For Windows

4. Unzip the font by double-clicking on the .zip file in your Downloads folder.
5. Open the font folder, which will show the font or fonts you downloaded.
6. Right-click on each font file and select Install. You must repeat this for all the individual font files (such as Lato_Black, Lato-Bold, Lato-Regular).
7. Your font should now be installed!

For Macs

1. Unzip the font by double-clicking on the .zip file.
2. Open the folder which will show the font or fonts you downloaded as part of the zip file.
3. For each font, click on its individual folder, and open one of the files (such as Lato_Black, Lato-Bold, Lato-Regular).
4. Once you open it, Font Book should open. Click Install Font in the bottom right corner.
5. Repeat steps three through seven until you've installed all the individual font files onto your device.

Why Join SIR?

Your local membership gives you access to a wide mix of activities and events, which may include golf, poker, bowling, bridge, dining out, barbecues, bocce ball, hiking, cooking classes, wine tasting, RV-ing, pickle ball, walking and travel. Each SIR Branch is unique and personalized based on the members' interests.

Members enjoy access to additional regional events such as:

- Golf & Bowling Tournaments
- SIRs Day At the Races
- Professional Sporting Events

> SIR has improved my life beyond my expectations. I always have something fun planned and interesting friends to do them with. I highly recommend joining SIR.
>
> - Dave Gonzales

Discover how much fun you can have:

- Sharing a meal
- Joining in activities
- Forging friendships
- Embracing life

JOIN TODAY!

Branded Materials

Enrich Your Life

Have you ever thought, "I want to do that, but didn't have someone to do it with? Have you ever just wanted to get out, but had nowhere special to go?

SIR is your answer.

For over 60 years, SIR has provided opportunities for active senior men to enjoy activities with friends, both old and new.

SIR is a social club for men, with over 100 Branches in Northern and Central California.

Our Branch welcomes your participation in our activities.

Come have lunch with us! Our treat. Contact our Branch representative to RSVP and get the date, time and location.

In addition to our monthly lunch, our activities include:

Our Branch contact information:

To learn more about SIR and other branches visit the organization website: **WeAreSir.com**.

For general inquiries, SIR State can be reached through the website WeAreSIR.com or leave a voicemail at (925) 331-0444.

SIR is nonprofit 501 (c) (4) and is nonpolitical.

SIR
SOCIAL ACTIVITIES FOR MEN

THE BEST TIME OF YOUR LIFE IS NOW!

Don't Miss a Minute

SIR
SOCIAL ACTIVITIES FOR MEN

Branded Materials

VOICE

& IMAGERY

Tone of Voice

The tone of the copy on SIR branded pieces should be warm and inviting. The members are the lifeblood of the organization and copy should convey this low-pressure atmosphere.

Copy should be upbeat, positive, conversational, but grammatically correct and avoid passive voice.

Example:

Have you ever thought, I want to do that, but didn't have someone to do it with? Have you ever just wanted to get out, but had nowhere special to go?

SIR is your answer.

Imagery Recommendations

Although SIR caters to an advanced audience the imagery should be all-encompassing, showing people the same age as your target audience, while primarily showcasing multi-ethnic men, and including women when also displayed in photos, engaging in uplifting and enriching activities.

THANK YOU

SIR
SOCIAL ACTIVITIES FOR MEN