

# Guide to Logo and Graphic Usage

July 1, 2000



*Society of Cable  
Telecommunications  
Engineers*

# SCTE Graphic Guidelines

## Corporate Colors: (coated and uncoated)



PANTONE® 541 Blue



PANTONE® 444 Gray

## Approved Colors: (coated and uncoated)



PANTONE® 142



PANTONE® 131



PANTONE® 145



PANTONE® 159



PANTONE® 174



PANTONE® 2746



PANTONE® 269



PANTONE® 261



PANTONE® 222



PANTONE® 201



PANTONE® 484



PANTONE® 539



PANTONE® 308



PANTONE® 329



PANTONE® 445



PANTONE® 560



PANTONE® 378



PANTONE® 364



PANTONE® 377



PANTONE® 399



Black (White)

## Corporate Font:

*Corporate Name:*  
*Chapter Identifiers:*

Gills Sans Bold Italics (upper and lowercase)  
Gills Sans Bold (upper and lowercase)

## Acceptable Fonts:

*Body Copy:*

Gills Sans Family  
Palatino Family

*Word Processing:*

Times  
Helvetica

*Signage:*

Gills Sans Family

## Acceptable Art:

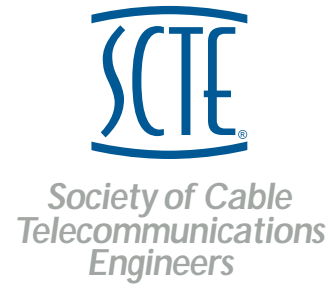
*Supplied Arc as a Design Element*

# Acceptable Logo Color and Style Application

**Two-Color**  
PANTONE® 541  
and  
PANTONE® 444  
Logo is always blue.



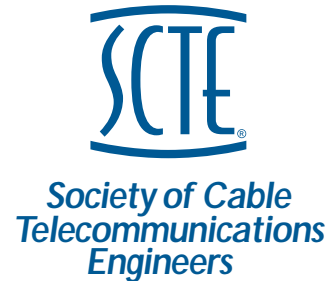
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**One-Color**  
PANTONE® 541



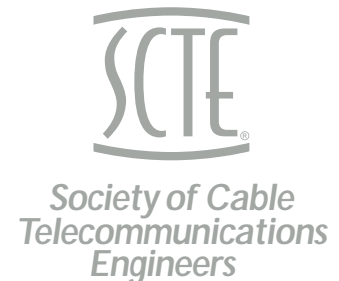
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**One-Color**  
PANTONE® 444



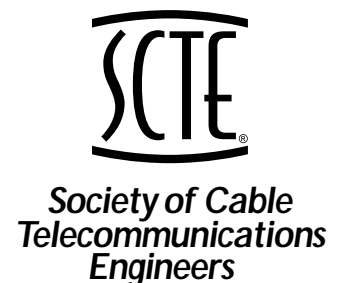
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**One-Color**  
Black



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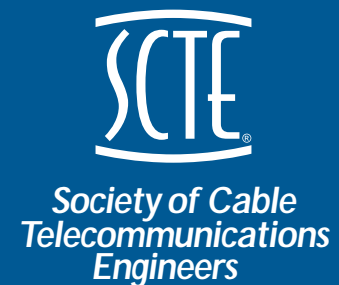
**One-Color**  
White

The logo may also reproduce in any of the acceptable color options.

However, it is **preferred** that the logo appear in white (reversed out of the color) if the corporate colors are not being used.



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# Preferred Logo Style Application for Chapters

**Corporate  
Name:**

Gills Sans Bold  
Italics (upper and  
lowercase)

**Chapter  
Identifiers:**

Gills Sans Bold  
(upper and  
lowercase)

Chapters  
can select the  
corporate colors  
or they may select  
a color from  
the approved  
color bar.



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**Central California  
Chapter**



*Society of Cable  
Telecommunications  
Engineers*

**Golden Gate  
Chapter**



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**Central California  
Chapter**



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**Golden Gate  
Chapter**

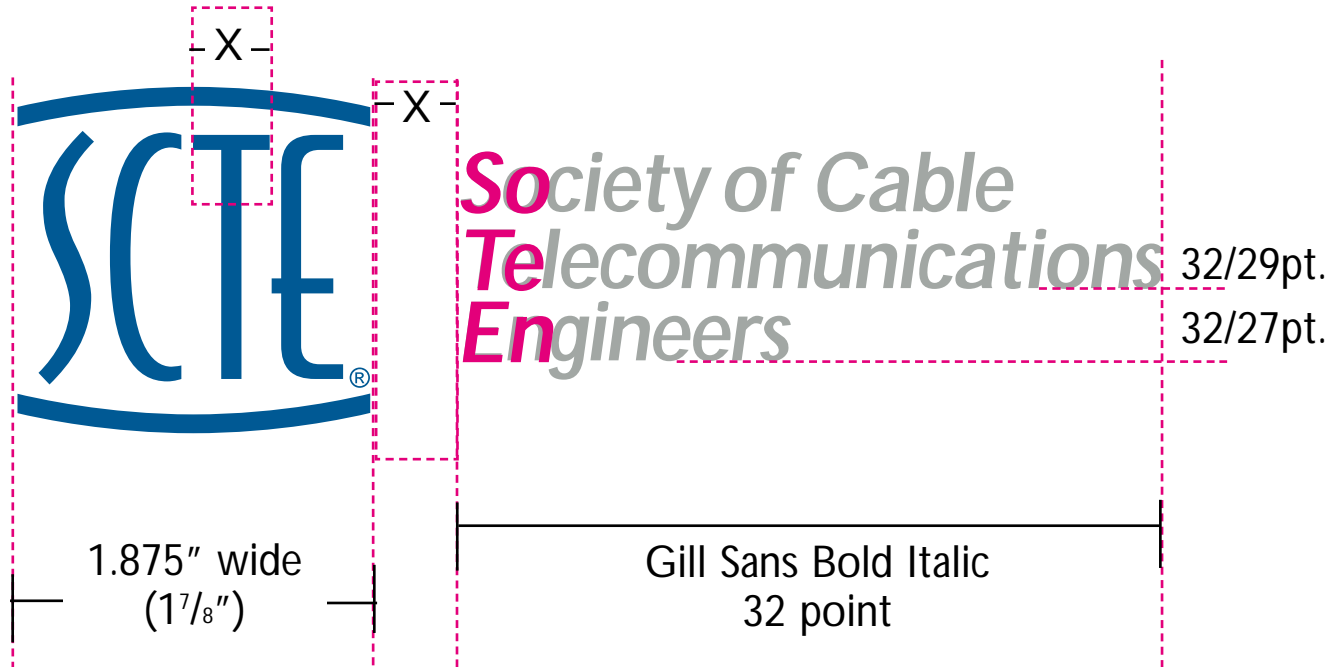
# Logo Proportions and Typesetting

Maintain the proportions indicated. Set style based on scale shown below.

Always use the supplied art: SCTE Type Font, TIFFs or EPS files. Do not alter proportions or fonts.



The logo can appear without the corporate name on the front of publications, as long as the full logo appears within the publication, or on the back with the address block.



## Address Block Typesetting Style

When setting the address block, maintain the proportions indicated here.

This examples illustrates:

- A. Address Block with numbers.
- B. Address Block with numbers, e-mail and Web site.

When using phone numbers:

Use PH, TF, and FX to represent Phone, Toll Free and Fax. Use half of the "x" space between sections.(A) The e-mail and Web site address is added after numbers, with the same half space between it. (B)

Set numbers with periods between number sets.

Set text in PANTONE® 444, PANTONE® 541, or Black.

A.

875" wide ( <sup>7</sup>/<sub>8</sub>" )

*Society of Cable Telecommunications Engineers*

140 Philips Road  
Exton, PA 19341-1318  
PH: 610-363-6888  
TF: 800-542-5040  
FX: 610-363-5898

B.

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