The Society for Maintenance & Reliability Professionals (SMRP) is a nonprofit professional society formed by practitioners to advance the maintenance, reliability and physical asset management profession.

**Mission**
To develop and promote excellence in maintenance, reliability and physical asset management.

**Vision**
To be the global leader for maintenance, reliability and physical asset management.
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THE LOGO

The SMRP logo is simple and authoritative. Its bold font evokes trust and authority, and the font modification demonstrates movement, action and evolution. The SMRP logo incorporates an inset sphere to represent the organization’s global presence and continued growth outside of the United States. Most importantly, the organization’s full name is spelled out within the logo. Together, these updates represent the evolution of SMRP and better embody the organization’s brand.
LOGO VARIATIONS

The color logo is the preferred and primary logo. The logo should be used on a white background whenever possible. When the color logo is reversed, it can only be used on a dark background, much like dark blue from our color pallet. The background must be dark enough to provide contrast to the blue color of the logo.

Primary Usage

- 1 Color Black
- 1 Color White
- Standard Use below 2.25" wide

Alternate Usage

- Color Logo Reverse
  - Dark Blue background
  - C=60 M=15 Y=0 K=90
  - R=0 G=40 B=60
  - HEX: 00283b

- Logo Reverse over an Image
  - Midnight Blue Overlay
  - C=41 M=18 Y=0 K=73
  - R=57 G=75 B=95
  - HEX: 384a5f

- Grayscale on Black
MINIMUM SPACE AROUND THE LOGO

The logo should always be placed in a prominent position so it appears clearly and distinctly. The logo should appear on all SMRP materials, both printed and electronic. There should always be enough space around the logo to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the logo and cannot be altered. The minimum space around the logo should at least be equivalent to the height of the “P” (see illustration). If possible, more space should be allowed around the logo.

Clearance around the logo should be greater than or equal to the height of the logo type.
INCORRECT USE OF THE LOGO

Always use approved artwork. Whenever possible, use the EPS file format for best results. For your guidance, some typical examples of incorrect use of the logo are illustrated here. The examples below contain errors in the letterforms, colors and formats.

Do not stretch the logo

Do not substitute the typeface

Do not use 3D effects or shadows

Do not use other colors

Do not violate the clear zone

Do not alter the logo proportions

Do not italicize the logo

Do not enclose the logo in a shape

Do not outline the logo
BRAND IDENTITY GUIDELINES

- MIDNIGHT BLUE
- CHALK BLUE
- HIGHLIGHT BLUE
- HIGHLIGHT ORANGE
- DARK PURPLE
- DARK BLUE
- HIGHLIGHT GREEN
COLOR SPECIFICATIONS

Please don’t approximate colors. Use the proper specifications. Don’t introduce new colors without the approval of SMRP.

The discrete use of a highlight color within a piece can be very striking, but it should never be used to the detriment of the primary colors.

Near enough is never good enough. Be aware of the effects of substrates and production processes on colors and also how colors work on monitors. CMYK and RGB colors are not directly interchangeable; please use the color specifications included in this document.

Sometimes, due to production and material constraints, colors won’t match precisely. Nevertheless, please ensure that your supplier is aware that as close a match as possible is required. If in doubt, please contact SMRP.

USING THE COLORS

Be aware of how the logo and colors display across different operating systems. If in doubt, please contact SMRP.
LOGO FONT

Proxima Nova Regular
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Proxima Nova Light
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Proxima Nova Bold
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Proxima Nova Semibold
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Proxima Nova Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Proxima Nova Bold Italic
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
TYPOGRAPHY

Proxima Nova is the typeface for all SMRP applications. This is the only sans serif typeface to be used.

Proxima Nova bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance. Proxima Nova was originally released in 1994 as Proxima Sans (now discontinued). The original six fonts (three weights with italics) were expanded into a full-featured and versatile family of 48 fonts (eight weights in three widths with italics). In the last few years, Proxima Nova has become one of the most popular web fonts, in use on thousands of websites around the world.

ALTERNATE TYPOGRAPHY

Tahoma is the typeface for all SMRP applications when Proxima Nova is not available. Projects done outside of the SMRP design team in applications like PowerPoint or Word can use this alternate font.

Tahoma is a humanist sans-serif typeface that Matthew Carter designed for Microsoft Corporation. Microsoft first distributed it, along with Carter’s Verdana, as a standard font in the initial release of Windows 95. While similar to Verdana, Tahoma has a narrower body, smaller counters, much tighter letter spacing, and a more complete Unicode character set.
Formating Example: Hierarchies of Information

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Nosotros annos perfector dignisum

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TYPOGRAPHY: DO’S AND DON’TS

Keep it simple.

Always use the approved corporate fonts.

Think about hierarchies of information (headings, subheadings, tabular matter, captions) and then apply the approved weights of type.

Try to keep everything flush left.

Never use justified type in body content. See example at left.

Avoid hyphenation and widows (short single words occupying one line of body copy).

Use capital letters judiciously. A LOT OF CAPITAL WORDS are always far more difficult to read.

Keep it clean. Appropriate use of the white space increases legibility and lets the messaging stand out.

Please do not create your own templates or modify existing ones. If your needs aren’t met by the current templates, contact SMRP.
COMPANY BOILERPLATE

The official SMRP boilerplate is to the right. Should you require a more detailed description or specific information on SMRP, please contact the SMRP marketing team.

The Society for Maintenance & Reliability Professionals (SMRP) is a nonprofit professional society formed by practitioners to advance the maintenance, reliability and physical asset management profession. SMRP’s membership consists of more than 5,500 individuals, practitioners, companies and students around the world. SMRP is committed to sustaining best practices and developing leaders in the profession by offering educational resources, world-class certifications and knowledge-sharing opportunities for members. For more information, visit www.smrp.org.
SMRP CHAPTER LOGOS

Chapters have the option of using either the generic chapter logo or a logo specific to the chapter. Requests for a specific chapter logo must be made through SMRP national. The SMRP chapter logos should use the minimal space requirements shown below.

The logos may use the color variations described on page two of this guide. Additional color variations are prohibited.

Clearance around the logo should be greater than or equal to the height of the logo type.
SMRP SUB-BRAND LOGOS

The SMRP logo is incorporated into several sub-brand logos shown on the right.
Each of the logos should use the minimal space requirements shown below.
The sub-brand logos may use the color variations described on page two of this guide. Additional color variations are prohibited.

Clearance around the logo should be greater than or equal to the height of the logo type.