



# Standards Manual

## for SAME Logo & Insignia Use

Society of American Military Engineers • 607 Prince Street • Alexandria, VA 22314

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## About Us

The Society of American Military Engineers grew from our nation's experiences in World War I, when more than 11,000 civilian engineers were called to duty as the United States entered "The War to End All Wars." Upon their return, many feared the collective knowledge and the cooperation between the public and private sectors that proved vital to combat success would be lost. Industry and military leaders vowed to capitalize on the technical lessons and camaraderie shared during their battlefield experiences. SAME was formed from this vow.

Today, the Society of American Military Engineers is the premier professional military engineering association in the United States. SAME serves to unite architecture, engineering, construction (A/E/C), facility management and environmental entities and individuals in the public and private sectors to prepare for—and overcome—natural and manmade disasters, and to improve security at home and abroad. SAME reaches more than 29,000 members across the United States and abroad through more than 100 local Posts.

Only SAME members are authorized to incorporate the SAME logo & insignia into business and promotional materials. This benefit of membership is a great opportunity to visually display your involvement in and support of the only organization that connects public and private sector A/E/C professionals. The following branding guidelines serve are designed to ensure a consistent look in all SAME communications.

To download the SAME logo or insignia, simply go to [www.same.org/logo](http://www.same.org/logo). There you can download the SAME logo in a variety of formats (.eps, .jpg, 4-color, black only, etc.) specific to your use. Be sure you are logged in by clicking the "Member Login" link in the top left hand corner of the web page. You should "Click here to login to the Members Only Section of the SAME website." You will need your member email address and member number to access the area. If you are unsure of your member number you can contact our Membership Department at [member@same.org](mailto:member@same.org) or locate your member number on the label of your copy of *TME—The Military Engineer* magazine. Once you login, you will be redirected to the Post Operations page, scroll down to Communications & Outreach and click the link. On this new page, scroll down to the second bullet that says "Logo & Insignia Files" and click on that link. The first link on the page, "SAME Logo & Insignia Index" will bring you to a page that allows you to download JPEG, TIFF and EPS versions of the logo and insignia.

If you have any questions or special requests (i.e. Post name needs to be added to a logo, etc.), please contact the SAME Graphic Designer at 703-549-3800 x142.

# Branding with SAME

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Only SAME members are eligible to incorporate the SAME logo & insignia into business and promotional materials. This benefit of membership is a great opportunity to visually display your involvement in and support of the only organization that connects the public and private sectors serving the Department of Defense and other federal agencies.

Please note that SAME is in the process of obtaining copyrights and service mark registrations on its logo and therefore regulates its use as outlined in the *SAME Logo Insignia Use Policy*.

Before you can download or use the SAME logo & insignia, you must acknowledge that you have read and will adhere to the *Standards Manual for SAME Logo & Insignia Use*. You can do this at [www.same.org/logo](http://www.same.org/logo). The *Standards Manual for SAME Logo & Insignia Use* outlines how and in what form the SAME logo & insignia may appear. Additionally, the *Standards Manual for SAME Logo & Insignia Use* provides specific examples to illustrate proper logo usage. Once you agree to the *Standards Manual for SAME Logo & Insignia Use*, you may use the SAME logo & insignia proudly and as often as you desire.

When using the *Standards Manual for SAME Logo & Insignia Use*, please keep in mind that:

- SAME Posts are entitled and encouraged to use the SAME logo & insignia, personalized with the Post name, on their published materials and Web site as long as all logo policies are met.
- SAME Members, including Sustaining Members, Public Agencies, Not-for-Profit and Academic Institutions, and Individual Members, are entitled and encouraged to use the SAME Member logo on their published materials and website as long as all logo policies are met and the member is in “good standing” (dues are paid in full).
- No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork should be used as provided via the SAME website at [www.same.org/logo](http://www.same.org/logo). The size of the logo and its positioning are at the discretion of the Post or member, provided the size does not fall below the minimum size noted on page 9 of this guide.
- The SAME logo & insignia may not be altered, used in part, or combined with other symbols or words. SAME Posts must adhere to the guidelines noted for including the Post name and SAME Sustaining and Public Agency Members adhere to the guidelines noted for Sustaining and Public Agency Members.

The SAME logo & insignia **may not** be used in conjunction with any product or service claim.

The SAME logo & insignia may not be used in any print or Web materials by any outside organization, company or nonmember, without prior written approval from the SAME Director of Communications and Marketing. SAME reserves the right to authorize the use of the logo in cases of a business arrangement, such as a recognized industry publication, event or joint effort. All requests for logo usage from nonmembers, or requests that fall outside of the above guidelines, must be submitted in writing—either via USPS or e-mail—to:

**SAME Logo & Insignia Use**

**ATTN: Director, Communications & Marketing**

**607 Prince Street, Alexandria, VA 22314**

**[editor@same.org](mailto:editor@same.org)**

# Standards Manual for SAME Logo & Insignia Use

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SAME's intellectual property is a valuable asset for the Society and its members. The logo and historical insignia are powerful marketing tools that distinguish SAME and its programs. Use of SAME intellectual property is governed by strict guidelines designed to safeguard SAME's branding.

SAME Posts and members in good standing may use the SAME logo & insignia.

- SAME Posts may use the SAME logo & insignia, personalized with the Post name, on stationary, letterhead, business cards, advertisements and in general correspondence.
- SAME Members may use the SAME logo & insignia on stationary, letterhead, business cards, advertisements (not be used in conjunction with any product or service claim) and in general correspondence.

The privilege to use the SAME logo & insignia is immediately terminated if an individual or company loses its SAME member status, including failure to pay membership dues.

The SAME logo & insignia must be used in their entirety and may not be otherwise altered in any way. The SAME logo & insignia may not be punctuated, abbreviated or used in plural or possessive form.

Only the SAME logo & insignia provided from SAME HQ may be used. Recreations, alterations or distortions of the SAME logo & insignia may not be used in any form.

Please review the guidelines on the following pages. These guidelines provide specific examples of proper logo and insignia use.

## SAME Insignia



## SAME Logo



# Logo Colors and Fonts

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## Colors

The colors used for the SAME Logo may be created using one of three color models: CMYK; RGB; or PMS.

CMYK refers to the four inks used in 4-color process printing: cyan, magenta, yellow, and key (black). CMYK is the color model used for print materials.

RGB color model is when red, green and blue light are added together to reproduce colors. This color mode is used for web design.

Unlike CMYK or process color which creates colors by laying down layers of specific inks, spot colors are pre-mixed. The specific color created is assigned a number using the Pantone Matching System (PMS). PMS is a standard that allows you to specify colors by indicating the Pantone name or number. This assures that you get an accurate color match when the file is printed.

The three color makeups that may be used to create the SAME Logo are:



**CMYK colors** (4-color process for print materials. CMYK is Cyan, Magenta, Yellow and Black; numbers note percent of each color used):

**SAME Red**—C=12, M=100, Y=71, K=0

**SAME Blue**—C=100, M=84, Y=24, K=0

**RGB colors** (typically used for screen captures. RGB is Red, Green and Blue):

**SAME Red**—R=191, G=10, B=48

**SAME Blue**—R=30, G=64, B=122

**PMS colors** (Pantone® Matching System for spot color):

**SAME Red**—PMS 193

**SAME Blue**—PMS 281

## Fonts

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?! (“;:;=\_”)

or Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?! (“;:;=\_”)

# Color Logo

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## 2-color logo PMS or 4-color Process on white background

Colors are SAME Red and SAME Blue. The Society's full name is in SAME Blue to match the "A".

The SAME logo on the left features the full name of the Society. The logo to the right is only the acronym.

Society of



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## Color logo on dark background

Colors are SAME Red, SAME Blue and white (please refer to page 5 of this manual for details on the color models that may be used to create the SAME logo). The Society's full name is in white to match the stars and stripes.

The SAME logo on the left features the full name of the Society. The logo on the right is sans name.



# Black & White Logo

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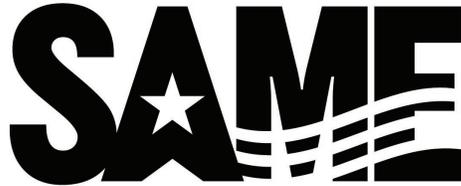
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## Black

The logo with the full name is in black only for use on colored paper, on light colored backgrounds, or when only one color ink is available.

The SAME logo on the left features the full name of the Society. The logo on the right is sans name.

Society of



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## Reversed

The logo with the full name is in white only for use on dark paper, on dark colored backgrounds, or when only one color ink is available.

The SAME logo on the left features the full name of the Society. The logo on the right is sans name.



# File Quality

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## Web-Quality Files

Web-quality images are saved on a 3-color palette (RGB) at a lower resolution (72 dots per inch or dpi). Since the resolution area on a computer screen is limited, your computer maximizes the color and clarity in this limited range. Web-quality files also are maximized at lower resolutions to expedite downloading. Print-quality files slow down a Web page or computer file significantly. Such images come out blurry or pixelated in print because those projects have much higher demands in production, and use a four-color palette. The preferred file type for the web is JPEG.

## Print-Quality Files

You should always consult with your vendor or printer to determine the type of file they prefer for your project. The files presented at [www.same.org/logo](http://www.same.org/logo) are in TIFF and EPS format, which is optimal for print production.

## Vector Files

EPS files are vector artwork and are infinitely scalable and will never pixelate. Therefore, there is no need to ensure high resolution for the purpose of reproduction when using an EPS file. EPS files are optimal for signage or logos when you would want to scale the graphic to a very large size and be sure the image will not pixelate.

**If you have questions regarding these files, please contact the SAME Graphic Designer at 703-549-3800 x142.**

# Logo Size

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The size of the SAME logo and its positioning are at the discretion of the Post or member, provided the size does not fall below the minimum size.

**When using the SAME logo with the full name**, you may not reduce the image size below 1 1/16 inches wide (1.062") and 19/32 inches high (0.593"). The size restrictions for minimum size are for both color and black & white logo use.

**When using the SAME logo without the full name**, you may not reduce the image size below 1 1/16 inches wide (1.062") and 19/32 inches high (0.593"). The exception to this rule is printing on merchandise such as a pen, then the logo without the full name may be reduced to accommodate the item. The readability of the logo must be maintained. The size restrictions for minimum size are for both color and black & white logo use.



Minimum size for logo use.

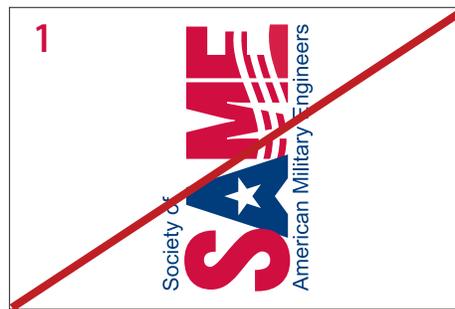
# What not to do

## Don'ts

1. Don't change the orientation of the logo.
2. Don't change the logo colors.
3. Don't crop the logo in any way.
4. Don't move the text
5. Don't reconfigure or change the size or placement of any logo elements.
6. Don't stretch or squeeze the logo to distort proportions. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
7. Don't recreate elements or replace with something else.
8. Don't add effects (such as a drop shadow or bevel and emboss effects) to the logo.
9. Don't use the wrong logo!

The list of "don'ts" also applies to the SAME Insignia.

In short: All SAME logo and insignia artwork should be used as provided and not otherwise altered.



**Wrong Version:** There is NO 'The' in the official SAME logo.

**NOTE:** Be sure you are not using a version of the logo with the word "The." This is an incorrect version.

# Post name with logo

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## Color logo with full name

When using the SAME logo in color with the full name:

- Logo colors are SAME Red and SAME Blue (see color breakdown on page 5).
- The Society's full name is in SAME Blue to match the "A".
- The Post name is to be placed at the bottom of the logo in SAME Red. If the Post name does not fit within the logo boundaries two lines may be used.



## Color logo without full name

When using the SAME logo in color *without the full name*:

- Logo colors are SAME Red and SAME Blue (see color breakdown on page 5)
- The Post name is to be placed at the bottom of the logo in SAME Blue. If the Post name does not fit within the logo boundaries, two lines may be used.



# Show Your Sustaining Member Pride!

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Want to show your SAME pride on your website? We'd be happy to create a personalized SAME logo that specifically touts your company's lengthy membership with SAME (see example on the right).

- The line "Sustaining Member since XXXX" is in 12pt Arial Narrow Bold font with a tracking of 15 set (in thousandths of an em) and made to fit on one line.
- The text is set below a .5pt SAME Blue rule.

Please contact the SAME Graphic Designer for your personalized "Member since" SAME logo!



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[Click here to email the SAME Graphic Designer.](#)

# Letterhead

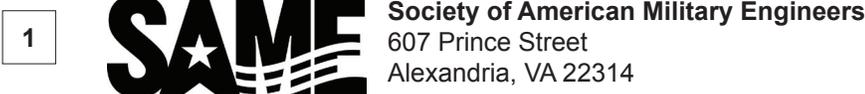
A number of alternatives are available in designing letterhead using the SAME logo. However certain rules still apply:

- The font used for the address text must be Arial or Helvetica.
- The point size should be no less than 9pt
- When using the logo without the full name, then the full name of the Society must be spelled out in the address line.
- Every effort should be made to present a “balanced” design (See options below)

## SAME Logo without full name

When the logo does not include the name of the Society, the SAME name in full must be included in the address line. It may be centered text or flush left, depending on your design preference.

**Example 1:** The address text is 10pt, flush left and is centered within the logo.



**Example 2:** The address text is 10pt, center and is centered within the logo.



## SAME Logo with full name

When using the logo with the full name, it is not needed on the address line. It should be centered text flush left and run in one or two lines.

**Example 3:** The address text is 9pt, one line, flush left and centered within the logo.



**Example 4:** The address text is 9pt, two line flush left and centered within the logo.



[Download a JPEG version of the SAME letterhead here.](#)



[Download a Microsoft Word Template of the SAME letterhead here.](#)



# Envelopes

A number of alternatives are available in designing the SAME address line for envelopes. However certain rules still apply:

- The font used for the address text must be Arial or Helvetica.
- The point size should be no less than 8pt
- When using the logo without the full name, then the full name of SAME must be spelled out in the address line
- Every effort should be made to present a “balanced” design (See options below)

## SAME Logo without full name

When the logo does not include the name of the Society, the SAME name in full must be included in the address line. It may be centered text or flush left, depending on your design preference.

**Example 5:** The address text is 10pt, flush left and is centered within the logo.

5



**Society of American Military Engineers**  
607 Prince Street  
Alexandria, VA 22314

**Example 6:** The address text is 10pt, center and is centered within the logo.

6



**Society of American Military Engineers**  
607 Prince Street  
Alexandria, VA 22314

## SAME Logo with full name

When using the logo with the full name, the full name of the Society does not need to be repeated on the address line. It should be centered text flush left and run in one or two lines.

**Example 7:** The address text is 9pt, one line, flush left and centered within the logo.

7



Society of  
**SAME**  
American Military Engineers  
607 Prince Street • Alexandria, VA 22314

**Example 8:** The address text is 9pt, two line flush left and centered within the logo.

8



Society of  
**SAME**  
American Military Engineers  
607 Prince Street  
Alexandria, VA 22314

Download a Microsoft Word Template of the SAME letterhead here.

# Business Cards

SAME has developed two business card designs to be used by Post Leaders on the local level, if desired. However certain rules still apply:

- The font used for the address text must be Arial or Helvetica
- The point size should be no less than 8pt
- When using the logo without the full name, then the full SAME name must be spelled out in the address line.
- Post name should be placed below the SAME logo
- When using color logo with full name, Post name should appear in SAME Red.
- When using color logo without fill name, Post name should appear in SAME Blue
- When using logo in black, post name should appear in Black, and when using logo in reverse (white), Post name should be White.
- Every effort should be made to present a “balanced” design (see options below)

**Note:** As part of the SAME Branding effort, we have created a uniform shortcut to each SAME Post website. The shortcut uses the SAME web address as the root, followed by the Post name. Example: [www.same.org/kentuckiana](http://www.same.org/kentuckiana).

SAME encourages all Posts to promote their website using the shortcut model to enhance our branding and add further visibility to “SAME.”



**SAME**  
Post Name Here

**Firstname Lastname**  
Title title title  
Post Name  
[www.same.org/postname](http://www.same.org/postname)

Company Name  
Phone: XXX-XXX-XXXX  
Fax: XXX-XXX-XXXX  
Email: [name@organization.com](mailto:name@organization.com)



**SAME**  
Post Name Here

**Firstname Lastname**  
Title title title

**Society of American Military Engineers**  
607 Prince Street  
Alexandria, VA 22314

Phone: XXX-XXX-XXXX  
Fax: XXX-XXX-XXXX  
Email: [name@organization.com](mailto:name@organization.com)  
[www.url.com](http://www.url.com)



**SAME**  
Post Name Here

**Firstname Lastname**  
Title title title  
Post Name  
[www.same.org/postname](http://www.same.org/postname)

Company Name  
Phone: XXX-XXX-XXXX  
Fax: XXX-XXX-XXXX  
Email: [name@organization.com](mailto:name@organization.com)

**Download an InDesign CS5 Template of the  
SAME Business Cards Here.**



**SAME**  
Post Name Here

**Firstname Lastname**  
Title title title

**Society of American Military Engineers**  
607 Prince Street  
Alexandria, VA 22314

Phone: XXX-XXX-XXXX  
Fax: XXX-XXX-XXXX  
Email: [name@organization.com](mailto:name@organization.com)  
[www.url.com](http://www.url.com)

**Download an InDesign CS5 Template of the  
SAME Business Cards Here.**

# Logo Apparel & Merchandise

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## Apparel

When embroidering the logo on apparel (shirts, hats, etc.) only either the full-color version without full name or 2-color without full name may be used. The SAME logo may be used as 4-color, Black or White, with selection based on the logo complimenting the color of the garment.

## Merchandise

When printing or embroidering on merchandise, the color logo with full name in blue is used on a light background, or with full name in white text if printing on a on dark background (i.e. bags, portfolios, paper products, pens). The logo without text is only acceptable if imprint area is too small to be legible.

If single color printing is used, then only white and black are acceptable. The exceptions are: embossing, in which the color of embossed item may be used; or die casting or engraving, in which the chosen metal color is acceptable (i.e., bronze, brass, silver, gold or copper).



SAME members who are interested in purchasing SAME Apparel may contact the merchandise representative who has been contracted to design and distribute SAME merchandise.

**Michelle Ye**

**Advantage Marketing Incentives**

**Direct: 952-368-3018**

**Website: [www.advantagemarketingincentives.com/](http://www.advantagemarketingincentives.com/)**

Questions about the SAME Online Store may be directed to Otis Carter at [ocarter@same.org](mailto:ocarter@same.org) or 703-549-3800 ext. 114.

# Insignia Apparel & Merchandise

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## Apparel

When embroidering the SAME insignia on apparel, only the full-color version is to be used.

Caution: The SAME insignia does not work well on hats, since the image must be rather large to show all detail.

## Merchandise

When printing the SAME insignia, it should be used full color or gray scale or black, white, red or blue line art (only exception is embossing, in which the color of item is acceptable).

In die casting or engraving, the chosen metal color is acceptable (i.e. bronze, brass, silver, gold or copper).



SAME members who are interested in purchasing SAME Apparel may contact the merchandise representative who has been contracted to design and distribute SAME merchandise.

**Michelle Ye**

**Advantage Marketing Incentives**

**Direct: 952-368-3018**

**Website: [www.advantagemarketingincentives.com/](http://www.advantagemarketingincentives.com/)**

Questions about the SAME Online Store may be directed to Otis Carter at [ocarter@same.org](mailto:ocarter@same.org) or 703-549-3800 ext. 114.

# Now What?

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## I want to download the SAME Logo

You can download the SAME logo or insignia (emblem/crest) quickly and easily from the SAME website at [www.same.org/logo](http://www.same.org/logo). Be sure you are logged in by clicking the "Login" link in the top left hand corner of the web page. You should "Click here to login to the Members Only Section of the SAME website." You will need your member email address and member number to access the area. If you are unsure of your member number you can contact our Membership department at [member@same.org](mailto:member@same.org), or locate your member number on the mailing label of *TME—The Military Engineer* magazine.

When you are on the SAME Post Operations page, scroll down to Communications & Outreach and click the link. On this new page, scroll down to the second bullet that says "Logo & Insignia Files" and click on that link. The first link on the page, "SAME Logo & Insignia Index" will bring you to a page that allows you to download .jpg, .tif and .eps versions of the logo and insignia. Please be sure to read the *Standards Manual for SAME Logo & Insignia Use* also available on this page.

## I want to buy merchandise

SAME has a store where a limited amount of merchandise is available. Please go to <http://classic.same.org/i4a/store/?pageid=3367>. Direct questions about the SAME Online Store to SAME Logistics & Administrative Services Specialist, Otis Carter, at [ocarter@same.org](mailto:ocarter@same.org), or 703-549-3800 ext. 114.

## I want to download those templates

Each of the templates for letterhead, envelopes or business cards are all available for download without having to leave this document! Simply click on the type of file you'd like to download and follow the prompts.

- [Jump to Letterhead](#)
- [Jump to Envelopes](#)
- [Jump to Business Cards](#)

**We are proud of SAME and its rich heritage.  
Thank you for joining us in promoting our society!**

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[Click here to email the SAME Graphic Designer.](#)

