

SCOLIOSIS RESEARCH SOCIETY

# SRS BRAND STYLE GUIDE



# MISSION STATEMENT

*Dedicated to the optimal care of patients with spinal deformities.*

## OUR STORY

An international society that was founded in 1966 with 37 members. It has gained recognition as one of the world's premier spine societies. The SRS has maintained a commitment to research and education in the field of spinal deformities. Strict membership criteria ensure that the individual Fellows support that commitment. Current membership includes over 1,300 of the world's leading spine surgeons, researchers, physician assistants and orthotists who are involved in research and treatment of spinal deformities.

# Logo

## PREFERRED LOGO



## ICON LOGO



*This is the icon version of the logo. It should only be used whenever there isn't adequate horizontal space for the preferred or secondary logos, such as social media or user accounts.*

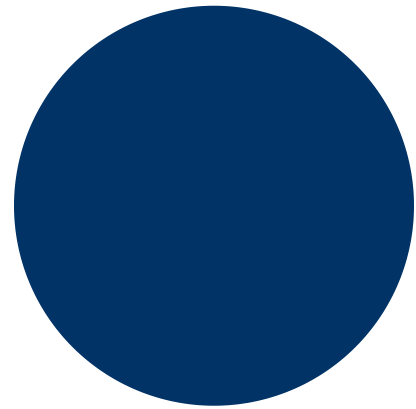
## SECONDARY LOGO OPTIONS



*These are the secondary versions of the logo. They should only be used whenever the preferred logo isn't an adequate size to read "Scoliosis Research Society."*

# Color Palette

## PREFERRED COLORS (LOGO)



BLUE

HEX  
#013366

CMYK  
99 50 0 60

RGB  
1 51 102

PANTONE  
294 C



GREEN

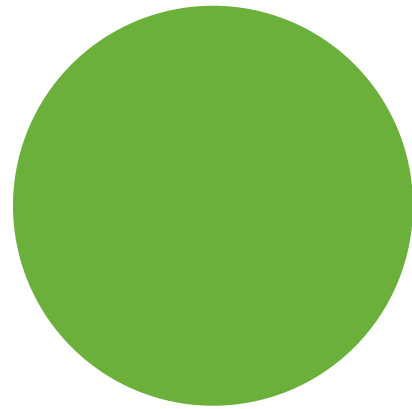
HEX  
#9BC743

CMYK  
22 0 66 22

RGB  
155 199 67

PANTONE  
375 C

## SECONDARY COLORS (SRS WEBSITE)

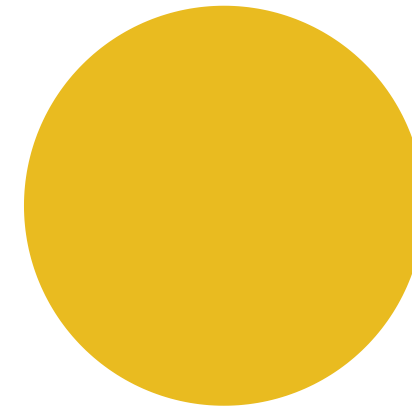


DARK GREEN

HEX  
#6AB03A

CMYK  
40 0 67 31

RGB  
106 176 58

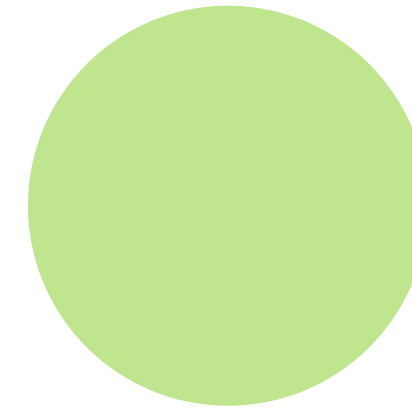


YELLOW

HEX  
#E9BB20

CMYK  
0 20 86 9

RGB  
233 187 32

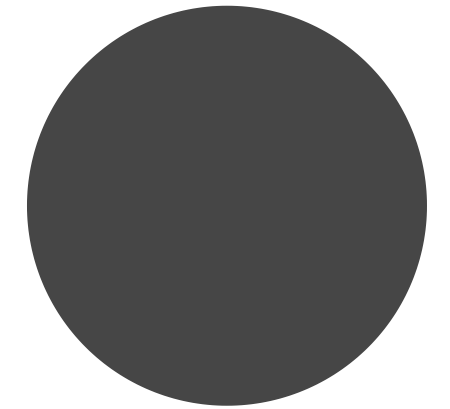


LIGHT GREEN

HEX  
#BFE58F

CMYK  
17 0 38 10

RGB  
191 229 143



GREY

HEX  
#464646

CMYK  
0 0 0 73

RGB  
70 70 70

*SRS has adopted a strict color palette which is restricted to the colors above. This gives the brand a very unique look and feel that enables SRS to be distinguished instantly.*

# Proper Use

## LOGO USAGE

The SRS logo should be used on white background only, but light green and dark green may be used as alternatives. The logo must either be in full color or white. The white logo can be featured on any solid colored background. The logo must always include the icon.



*Example of white logo on background colors.*

## DO

- Place logo on white background.
- Feature in balanced, uncluttered area of page.
- Ensure substantial breathing room around all sides.
- Always include the logo icon.

## DON'T

- Include on same page more than once.
- Shrink to smaller than 3/4" wide.
- Use any colors other than the approved color palettes.
- Use only the name. The logo must include the icon.
- Alter colors of logo icon. The icon must either be white or full color (blue and green).



*Example of color icon on background colors.*

# Proper Use

## COLOR PALETTE

There are six main colors in the SRS color palette, not including white and black. Tints of colors are permitted as long as the integrity of the color is maintained. Gradients should be used subtly and mainly on backgrounds as a vignette treatment.

## PREFERRED COLORS

The preferred colors are key indicators of the SRS brand design. Black and blue are most often used for typography while green acts as a supporting color that can be used for backgrounds and design elements.

## SECONDARY COLORS

The secondary colors are used in combination with or separately from the preferred colors. These are meant to add extra depth and interest to the designs.

# CONTACT DETAILS

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