

The Southern States signature is the foundation for our brand identity system. Proper use of the signature is fundamental to the success of all applications. The primary corporate signature is a unique flush right combination of the corporate symbol and logotype. This relationship, called Format A, is one of only two approved corporate signature formats and is the preferred signature format for all high visibility applications. The logotype is a custom, hand-generated typestyle and is not available from typesetting sources. Attempts at redrawing or retypesetting the logotype must be strictly avoided.

Do not use the symbol or logotype separately. Although the symbol is approved for very restricted corporate applications, **independent use of the elements does not constitute our full identification.**

Next to the signature itself, color is one of the most important components of our brand image. Southern States Blue and Red, generally specified as PANTONE® \* 281 Blue and PANTONE 485 Red, have been established as our primary support colors. A range of cool grays is available for use as neutral support colors. Use of the approved support colors in print, signs, vehicles, and building color schemes will enhance the effectiveness of the primary colors. Guidelines for the proper use of the primary support colors as well as the approved material, paint, and ink color matches are provided in subsequent application sections.

Accurate reproductions of the corporate colors is essential. Variations in paper stock and printing techniques may affect an accurate match; therefore suppliers are instructed to match approved reproductions swatches and, only if necessary, modify the color formula.

*Corporate Signature (Logo)*



**SOUTHERN STATES**



***Southern States Blue***

The printed equivalent of Southern States Blue is PANTONE 281 Blue. Refer to the current editions of the PANTONE Color Publications for the corrected coated and uncoated color formulation and density match.

***Southern States Red***

The printed equivalent of Southern States Red is PANTONE 485 Red. Refer to the current editions of the PANTONE Color Publications for the current coated and uncoated color formulation and density match.

***Neutral Support Colors***

A range of neutral cool gray colors has been selected as corporate support colors. These colors and their special uses are detailed in subsequent application sections.

The following process formulas have been approved for matching of the corporate colors. These formulas may be modified, if necessary, to accommodate variables in process screen technologies and printing equipment. Always use approved color swatches for exact color match.

**Southern States Blue**

100% cyan      38% black  
72% magenta    0% yellow

**Southern States Red**

0% cyan      0% black  
100% magenta    91% yellow

**Important Note:** Colors reproduced in this manual may not exactly match PANTONE reference materials.

\* PANTONE, Inc.'s Check Standard trademark for color reproduction and color reproduction materials.

Two relationships of the corporate symbol and logotype have been established. Alternatives to the established size and positioning relationships are not acceptable.

Signature Format A, featuring the unique flush right relationship of the symbol and logotype, is preferred for all applications. Signature staging examples throughout this manual will illustrate the most effective placement of this format for accenting its flush right appearance.

The one-line signature, Format B, is acceptable for use in applications that do not provide necessary vertical area for adequate sizing of Format A. Narrow building fascias or copy-heavy advertisements are considered appropriate applications.

Two renderings, positive and reverse, of each approved signature format have been prepared. Identical logotype letterforms appear to be much bolder and tightly space in reverse applications. For this reason, the reverse rendering was constructed to offset this visual effect, thus ensuring a consistent representation of the logotype in both positive and reverse applications. As illustrated by the diagram below, the reverse character, represented by the outlined image, is constructed with thinner letter strokes than a positive character. The letter spacing of the reverse logotype has also been modified to enhance the readability.

Positive and reverse renderings should be used only for the intended applications and are not interchangeable. In positive form, the corporate signature and colors are most effective on a white or light gray background. Reverse signatures should be used against darker value backgrounds, generally a value equal to 50% of black or darker.

Basic guidelines for application of trademark registration (®) are demonstrated below.

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### Signature Format A

Positive and reverse renderings are not interchangeable.

Trademark registration will be applied to the signature as necessary to meet current corporate legal requirements. The registration mark will be positioned in relation to signature Format A as shown. The mark will be sized to meet minimum visibility requirements only. A sans serif type-style is recommended for all registration marks.



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### Signature Format B

Positive and reverse renderings are not interchangeable.

Trademark registration will be applied to the signature as necessary to meet current corporate legal requirements. The registration mark will be positioned in relation to signature Format B as shown. The mark will be sized to meet minimum visibility requirements only. A sans serif type-style is recommended for all registration marks.



Providing the strongest color signal and signature visibility is vitally important to establishing a strong, equitable brand identity. Use of our corporate colors, either in positive or reverse application, is always recommended.

Positive and reverse color reproduction options, listed in order of preference, are approved for reproduction of signature Formats A and B.

Specialty Applications (not shown): Special reproduction techniques such as embossing or metallic foil stamping may be used for formal or decorative applications where a corporate color statement is necessary. Do not use contrasting reproduction techniques or foil colors to differentiate the symbol of logotype. The entire signature should reproduce in an identical technique.

For approved procedure for four-color process matching of the corporate colors, refer to page 2.1.

**A. Preferred Two-Color Positive:** Southern States Blue logotype and Southern States Red symbol.

**B. Optional Two-Color Positive:** Black logotype and Southern States Red symbol. Use this option only when production limitations allow only one color other than black, and a distinct color signal is desired.

**C. Preferred One-Color Positive:** The logotype and symbol print in Southern States Blue.

**D. Optional One-Color Positive:** The logotype and symbol print black.

**E. Preferred Two-Color Reverse:** The background field color is Southern States Blue. The logotype reverses white and the Southern States Red symbol traps in the blue field. Note carefully that the negative area of the symbol (SS image) appears in the background color.

**F. Optional Two-Color Reverse:** The background field color is any dark value field color that will provide adequate contrast for the Southern States Red symbol and white logotype

**G. Preferred One-Color Reverse:** The logotype and symbol reverse white from a Southern States Blue field.

**H. Optional One-Color Reverse:** The logotype and symbol reverse white from any dark value field color.



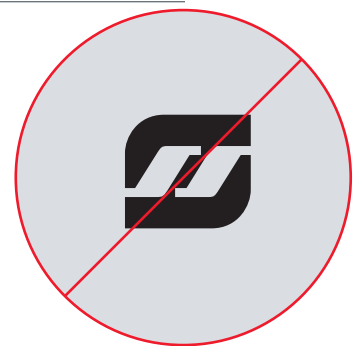
Correct use of the signature basic standards and color guidelines is essential to the integrity of our corporate brand. The signature should always be used exactly as it appears on approved reproduction sheets or EPSF software. Signature misuse will not only undermine the goal of image consistency, but may jeopardize our legal right to exclusive use of the symbol and logotype.

Shown below are likely misuses of the signature or misinterpretations of basic graphic standards. This is by no means an exhaustive list, but will provide a clear indication of obvious modifications that should be strictly avoided.

**A.** Do not transpose or use unapproved colors. The signature should never appear with a red logotype and blue symbol. Do not use unauthorized colors, such as yellow, orange, green, etc., to reproduce a positive signature. This would eventually lessen the communicative distinctiveness of our corporate color statement.



**D.** Do not use the symbol alone. The corporate symbol does not provide a complete identification. Use of the symbol alone or in a step and repeat pattern must be avoided.



**B.** Do not create unapproved signature formats. Use only established signature Formats A and B. Modifications to the positioning of the signature elements to create new formats are strictly not allowed.



**E.** Do not violate the signature clear zone. Typographically, line rules, borders or other design elements should not intrude on the established clear zone of signature Format A or B.



**C.** Do not alter approved size relationships. Enlarging or reducing the signature elements will alter the visual balance of the identifier.



**F.** Do not add typography to the signature. Advertising tag lines or other descriptors should not be added directly to the signature configuration. Do not make the signature part of a phrase or paragraph. Advertising tag lines and corporate division descriptors can be displayed with the signature only per established guidelines.



**G.** Do not create a special effects signature. Special effects reproduction, such as drop shadows or other embellishments, should be avoided.



**K.** Do not visually separate the symbol and logotype. The signature elements should not be separated by color bands, line rules or other visual devices.



**H.** Do not fill in the negative areas of the symbol in positive applications. The "SS" element of the symbol always appears in the same color as the background paper or color field. The elements should never be filled in with another color.



**L.** Do not fill in the negative areas of the symbol in two-color reverse applications. Do not reverse the negative areas white. They should appear in the same color as the background field color.



**I.** Do not screen the signature. The entire signature or its individual elements should not be screened back, either as a primary identifier or a decorative element.



**M.** Do not permit inadequate signature contrast. Use a positive signature only in light value color field or paper stocks. Likewise, only reverse the signature from a color field dark enough to provide adequate contrast and readability.



**J.** Do not typeset the logotype. Attempts at retypesetting the custom logotype in similar or unauthorized styles are not allowed.



**N.** Do not misuse positive and reverse signature renderings. Use the positive and reverse renderings only for their specified technique. Photomechanically reversing the positive rendering will result in bolder, tighter letterforms. Use of reverse art for a positive application will create noticeably weak letterforms.



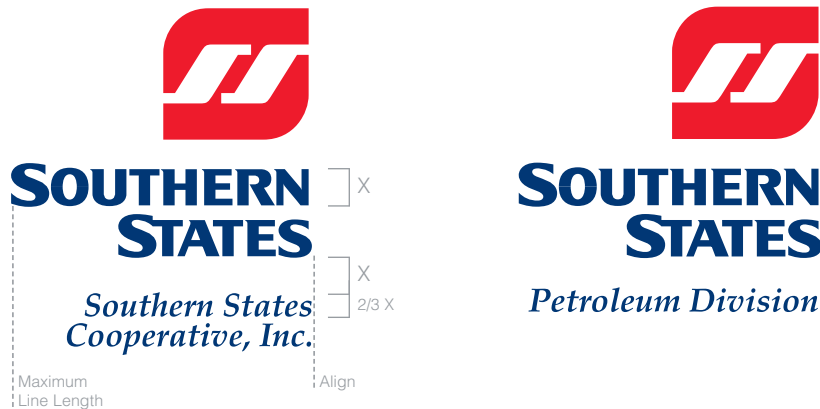
The addition of the full corporate legal name or division name to the corporate signature display area is approved for advertising and promotional identifications that require a clear communicative disclosure. When displayed in proximity to the signature, the size, style and positioning of this disclosure should not be arbitrary. Although it is not an integral part of the corporate signature itself, when displayed in close proximity to the identifier, the disclosure should be typeset and positioned in a style that is complimentary to our brand image.

The diagrams below demonstrate the approved standards for disclosure relationships with signature Formats A and B. Palatino Bold Italic upper and lower case will be used for all disclosures, and sized to a cap height measurement of  $\frac{2}{3}$  of the signature logotype small "N" cap height. Larger sizes are not allowed in order to ensure that the signature maintains the primary visual focus. Note carefully that the disclosure is positioned outside the specified signature clear zone, which should not be compromised.

The disclosure copy, should not appear in a line length that exceeds that corporate logotype. Lengthy disclosures, such as the full corporate legal name, will appear in two lines as illustrated below.

**Signature Format A**

Use only Palatino Bold Italic upper and lower case for corporate and divisional disclosures when displayed with the signature. The disclosure cap height is sized to be  $\frac{2}{3}$  the logotype small cap. The disclosure will appear in one line if its length is equal to or shorter than the signature width. Longer disclosures will appear in two lines as shown. The disclosure copy will align flush right when used with signature Format A.



**Signature Format B**

The disclosure typestyle and size are identical to Format A guidelines. The disclosure will align flush left with the "S" in the Southern of the corporate logotype. A two-line disclosure will be used only if a single line display would exceed the logotype length.



To maximize the effectiveness of our brand identity, the signature should always be properly “staged.” This means it should be properly sized, positioned, and provided an adequate clear zone around its perimeter to visually set it apart from all other typography and design elements. Poor staging will result in forcing the signature and design elements to compete, thus reducing the effectiveness of the entire application.

The recommended clear zone is based on the small cap height in the logotype once the signature is sized for application. As demonstrated in the examples below, the “X” height is used to create the clear zone area around the signature perimeter. This invisible area should remain free of other copy or design elements and should be considered as a minimum measurement. A larger clear zone is recommended whenever possible. When a corporate or division disclosure is displayed with the signature, an adequate clear zone should also be established below the disclosure typography.

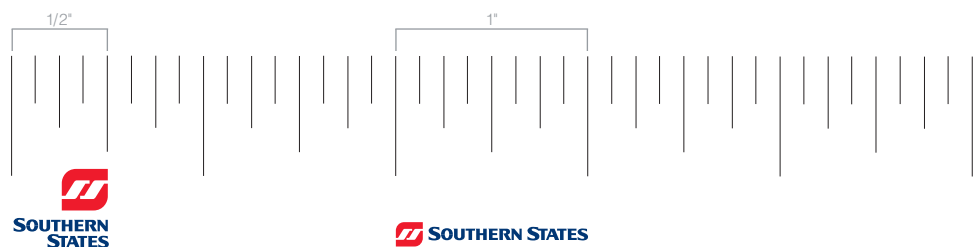
Always select the most effective position in the application for signature display. Signature positioning should not be an afterthought to the design process. Signature Format A is most effective when its flush right edge is positioned in relation to a strong vertical alignment, such as a page edge or column of copy. Signature Format B is very adaptable to applications requiring a centered or flush left relationship to design elements.

Signature Formats A and B should not be applied in sizes smaller than ½ in. and 1 in. dimensions diagrammed below. Reductions smaller than the specified size will generally result in the loss of reproduction quality and readability of the logotype.



**Minimum Size Reduction**

A ½ in. horizontal measurement of Format A and a 1 in. horizontal measurement of Format B have been established as the minimum allowable sizes. Reductions smaller than the recommended sizes will result in poor readability and reproduction.



Typography style plays a very important role in the creation and maintenance of an effective corporate design style. From stationery to packaging, a consistent use of typography is necessary to create a strong family association that is both memorable and functional.

Two typeface families have been approved for use in this program. Palatino and Helvetica. The Palatino family has been selected as the primary supportive typestyle and will be specified throughout the application sections of this manual for use in address blocks, titles, and body copy. Palatino is available in a wide range of weights and styles and is very adaptable to print applications from forms to advertising.

The Helvetica type family is a neutral san-serif typestyle that has been specified for use in sign and vehicle applications where the most effective level of readability is necessary. Helvetica is also well suited for other utilitarian applications such as copy-heavy forms or advertising copy. Advertising materials are not totally restricted to the supportive typestyle recommendations, although when a strong, family associated appearance would be beneficial, they should be considered. Any alternate typefaces chosen should be comparable to Palatino and/or Helvetica.

Palatino and Helvetica are the names used on Mergenthaler typesetting equipment. Compugraphic equipment uses the names of Palacio and Triumvirate. Both are acceptable as well as other system styles determined to be an appropriate match.

## Palatino

Palatino with Italic  
*Palatino Bold with Italic*

## Helvetica

Helvetica Light *with Italic*  
Helvetica Regular *with Italic*  
**Helvetica Bold with Italic**  
Helvetica Light Condensed *with Italic*  
Helvetica Regular Condensed *with Italic*  
**Helvetica Bold Condensed with Italic**



The corporate support bands were created primarily for the display of market descriptors on retail signs, but may also be used to provide a memorable dimension to other corporate design systems. Used alone, or in a support role to the signature, the bands will establish a level of color and shape recognition that will evidence the Southern States brand at a glance. To guarantee the protection of the corporate signature as the primary identification element, close attention must be given to three important aspects of support band application: construction, staging and sizing. The guidelines provided below and throughout the manual application sections, should be used to evaluate appropriate band application concepts.

The support bands will be constructed to reflect the proportions diagrammed below. Band applications should be limited to a horizontal orientation. Diagonal applications are allowed only in the packaging design system. Vertical applications should be strictly avoided.

The support bands may be used flexibly as an independent design element in the creation of advertising formats, mastheads, and other print designs. The band can appear in any color, texture or tone that will complement the design concept. They may also be used to provide an additional emphasis to the signature display area. When used with the signature, the color and positioning of the support bands should be complementary. To guarantee the dominance of the signature, a red support band configuration height should never exceed the symbol height.

Although the support bands are a valuable design tool for reinforcing the corporate brand, a successful design is not dependent on their use. The bands should not be overused.

**Construction**

The three support bands (B) are equal in length and thickness. The space between each band is exactly 1/4 (25%) of the band thickness. The total height (A) will be used to specify the configuration application sizes. The minimum application length is equal to the height of the configuration.



**Staging**

The support bands are very adaptable to a variety of print applications, either as an independent design element or in direct support of the signature.

Independent of the signature, they may be used as a strong visual signal linked to the display of a title, or as a subtle, decorative element to support imagery or grid alignments of the design. In these applications, the bands may overlap colors or encapsulate display copy.

Aside from approved sign applications, the band will not display market descriptors or other copy when used in direct support of the signature. The bands should align with the signature logotype as shown. The minimum signature clear zone should be maintained between the band configuration and the signature.

**Sizing**

When used as an independent design element, the band configuration size is not limited, but the bands should not overpower the visibility of the signage. When both the corporate symbol and support bands appear in red, the band configuration height should not be greater than the symbol height.

