

# Brand Guidelines

- I. Branding
  - a. Introduction
  - b. A Word About the SAE Enterprise
- II. Branding Strategy
- III. Basic Elements
  - a. The logotype
  - b. Versions and sizes
  - c. Reversed out logotype
  - d. Logo type don'ts
  - e. Portfolio Brands
  - f. Corporate Typefaces
  - g. Corporate colors
  - h. Secondary colors
  - i. Trademarks
  - j. Corporate Tag line
- IV. Application
  - a. Stationery
  - b. Business Cards
  - c. Emails
  - d. Newsletters
  - e. Signage
  - f. Exhibitions
  - g. Clothing
  - h. Merchandising
- V. Literature
  - a. Technical Papers/Standards
    - i. Front covers
    - ii. Inside pages – technical
    - iii. Folders/covers
    - iv. Binders
  - b. Literature
    - i. Front covers
    - ii. Inside pages – informational
    - iii. Inside pages – technical
    - iv. Folders/covers
    - v. Binders
- VI. Advertising
  - a. Basic elements
  - b. Product advertising
  - c. Recruitment advertising
  - d. Posters
- VII. Electronic media
  - a. Powerpoint presentation
  - b. Cd-roms
  - c. Videos
  - d. Website (URL)
- VIII. Affiliates, Sections and Chapter
  - a. Overview
  - b. SAE Brasil
  - c. SAE UK
  - d. SAE India
  - e. Sections Overview
  - f. Chapters Overview
- IX. Reference Information
  - a. SAE International Industry Sector Strategy
    - i. Aerospace
    - ii. Commercial Vehicle
    - iii. Automotive (TBD)
  - b. SAE Global Enterprise
    - i. PRI
    - ii. SAE Foundation
    - iii. SAE Institute
    - iv. ARi

# I. BRANDING

## Introduction

To build upon the global leadership position of SAE International it is critical to establish an organizational identity that is used and recognized throughout the world. To achieve this with a high level of clarity, consistency and professionalism, communications must follow the guidelines outlined in this brand guidebook.

A strong brand is a major asset to an organization. Highly successful brands can be identified by customers with nothing more than a quick glance. For example, if you see a ✓ on a hat do you think of Nike athletic gear? That is the power of branding.

The Corporate identity, which includes the name, color, logotype, style and the way it is visually presented, is an integral part of the SAE International brand identity, ultimately impacting its position in the world. Guidelines for proper representation for the Corporate identity are outlined in this guide.

## A Word About the SAE Global Enterprise

Over the 100+ year history of SAE International, many opportunities presented themselves that have led to business expansion. This growth includes the development of additional organizations that amalgamated with SAE International through natural growth and development. This combination of organizations into a unified whole is internally referred to as the “SAE Global Enterprise”. They are listed below:


**SAE International** is a professional membership society for people involved in engineering mobility vehicles..such as airplanes, cars, trucks and tractors. It has members and customers all over the world serving three industry sectors {aerospace, automotive, commercial vehicle}. It has international sections and three affiliates - SAE Brasil, SAE India and SAE UK.


SAE International was the original entity of the SAE Global Enterprise. However, the original name of the organization was the Society of Automotive Engineers. In 2006, the membership approved a name change that enables the organization to effectively present itself to the world in a clear and consistent manner, regardless of industry. References to the Society of Automotive Engineers do exist but all current communications should use SAE International.

SAE Foundation 

Performance Review Institute (PRI) 

SAE Institute 

Professional Aviation Maintenance Association (PAMA) 

Automotive Resources Institute (ARi) 

## II. BRANDING STRATEGY

All products and services developed by business units should present themselves to the market using the SAE International corporate logo. The name should always appear as two words.

### **SAE International**

This applies to every application of the name. On occasion space may prohibit the use of the word international. In these instances it is acceptable to shorten the name to SAE.

SAE International serves three distinct industries. While our brand should be consistent within each industry our verbal message will change depending on our position within each industry. An overview of these position statements is included in the reference section.

### **Aerospace**

### **Automotive**

### **Commercial Vehicle**

SAE Business Units develop products and services for Members and Customers. Each Unit maintains a Product Portfolio that contains various product lines, distinct artwork to appear on product packaging and/or support materials. This would be used to distinguish individual products and services within the Product Portfolio. In these instances SAE should not be included in or attached to the artwork but should visually appear as outlined later in this guide.

Due to SAE International being a professional engineering society and our status as a non-profit educational and scientific organization, there are certain stipulations on how our identity is used in conjunction with individuals and organizations. We are an individual membership society so members can list, for example, on resumes membership affiliation. Organizations requesting to use the logo or link to the SAE International website will be evaluated by the relationship marketing manager on an individual basis. Requests that could be viewed as a commercial endorsement of a company's products and services will not be approved.

These guidelines should be followed at all times. If you have any questions on an application or you have a situation that is not covered in this guide contact the SAE Marketing Manager for clarification.

As many companies have discovered, it takes years to establish a brand, but only an instant to destroy it.

## III. BASIC ELEMENTS

### Contents

- a. The logotype
- b. Versions and sizes
- c. Reversed out logotype
- d. Logo type don'ts
- e. Portfolio Brands
- f. Corporate Typefaces
- g. Corporate colors
- h. Trademarks
- i. Corporate Tag line

### III. BASIC ELEMENTS

#### a. The logotype

The logotype is our signature and communicates the strength of SAE International. It has been designed to reflect movement representing the contribution that mobility engineers make to designing vehicles that move better, safer and more efficiently.

The font selected is **Frutiger**.

This logotype is the visual embodiment of the SAE International brand, and should only be used in accordance with these corporate guidelines.

**SAE***International*<sup>™</sup>

### III. BASIC ELEMENTS

#### b. Versions and sizes

The logotype must always be reproduced in the SAE International corporate colors (see corporate colors section).

The height/width relations (proportions) of the logotype is constant.



The logotype cannot be used smaller than 3/16 of an inch.

If the size needed is smaller than 3/16 of an inch use the SAE Bug.

The logotype must only be reproduced in 2 ways:

**SAE** *International*™

**SAE** *International*™

**SAE**®

**SAE**®

To ensure that the logotype stands alone, a space equal to the height of the S of the SAE Bug has been defined around it. It is the minimum amount of space required between the text, design elements, page edges and the logotype. Nothing must be placed within the exclusion zone - no graphics, lettering, or promotional devices of any kind.



### III. BASIC ELEMENTS

#### c. Reversed out logotype

A reversed out version of the logotype may also be used where appropriate.

This applications is only to be used where it is not possible to produce the positive version.

Logotype should be white reversed of black background or other.



#### d. Logo type don'ts

The Logotype is a legal representation of SAE International and the use of unauthorized symbols to represent SAE International is not permitted.



**DO NOT** place the bug above the logotype.

### III. BASIC ELEMENTS

#### e. Portfolio Brands

The term Portfolio Brands represents individual products/product lines within SAE International. Since SAE International has been in existence for over 100 years many products have a long and rich history. Over the years many approaches have been taken to naming conventions for products and services which as caused some inconsistency within SAE International and individual products lines. In order to embrace our history and also move the organization forward with consistency the following guideline has been established:

SAE products and services may develop distinct marks to appear on packaging and/or materials. This would be used to distinguish individual products and services within the Product Portfolio. In these instances SAE should not be included in or attached to the artwork but should visually appear as the overall Masterbrand of the product or service. This can be accomplished by using the established brand bar on the cover of printed materials or the logotype of the words “An SAE International Product”, “An SAE International Service”, “An SAE Product” or “An SAE Service”



Since SAE International has such an extensive product mix, it would be very difficult to due a conversion of all products and services to meet the above guideline, especially since some some products have established equity with their product mark. Following are examples of both product and services that have been grandfathered into our brand strategy and those products and services with established mark representation that contain SAE within their artwork.

Meetings/Events

200X SAE World Congress



Membership

Power track



(continued)

### III. BASIC ELEMENTS

Publishing

SAE Off-Highway Engineering  
(OHE)



Education Relations

Formula SAE



Baja SAE



SAE Clean Snowmobile



#### A word about Sub-brands

A sub-brand can be an event, product, or service that has a “persona” in the marketplace and has brand values that **separates it from the masterbrand**. As SAE International moves forward, the goal is to invest in establishing a strong masterbrand. The development and use of sub-brands will not be a priority at this time. Exceptions to this are existing sub-brands that have proven equity within the marketplace. They are listed below:

Automotive Engineering International (AEI)



Aerospace Engineering and Manufacturing



Collegiate Design Series



A World in Motion (AWIM)



### III. BASIC ELEMENTS

#### f. Corporate Typefaces

The typographic program comprises 2 typefaces that are used in communications. There are also xx typefaces that are used in designing graphic materials to promote specific products and events. These typefaces will be used by the graphics department.

##### **Corporate Communication Typefaces:**

Helvetica

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPRSTUVWXYZ  
1234567890

Times

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPRSTUVWXYZ  
1234567890

##### **Graphic Design Typefaces:**

**TBD**

### III. BASIC ELEMENTS

#### g. Corporate colors

SAE International has established a color palate that should be used at all times:

Pantone 301 

Black 

White

### III. BASIC ELEMENTS

#### h. Trademarks

A trademark is a legal mark that enables the marketplace to distinguish products and services of one company from others. The SAE International trademark allows the company to protect its investment and goodwill in the brand and the logotype is owned exclusively by the company.

Trademark protection is the responsibility of the company. Any possible infringement of the trademark such as similar or identical company names or marks should be monitored and immediately reported to a member of the SLT.

The SAE International trademark can only be protected if it is applied within the guidelines outlined. Each business unit is responsible for the correct use of trademarks.

All new trademarks should be approved by the SLT.

SAE Trademarks			
MARK	REGISTERED-WORDS AND/OR LOGO	COUNTRY	TM or ®
A WORLD IN MOTION	Words and Logo	U.S.	®
A WORLD IN MOTION	Words and Logo	Canada	®
A WORLD IN MOTION	Words and Logo	UK	®
AEM	Words and Logo	U.S.	TM
AEM	Words and Logo	Brazil	TM
AEM	Words and Logo	Canada	TM
AEM	Words and Logo	Japan	TM
AEM	Words and Logo	Mexico	TM
AERO DESIGN	Words	U.S.	®
AEROSPACE ENGINEERING	Words and Logo	U.S.	®
AEROSPACE ENGINEERING	Words and Logo	Brazil	TM
AEROSPACE ENGINEERING	Words and Logo	Canada	TM
AEROSPACE ENGINEERING	Words and Logo	Japan	®
AEROSPACE ENGINEERING	New Logo	Japan	®
AEROSPACE ENGINEERING	Words	Mexico	®
AEROSPACE ENGINEERING	Logo	Mexico	®
AEROSPACE ENGINEERING & MANUFACTURING	Words and Logo	U.S.	TM

## h. Trademarks

AEROSPACE ENGINEERING & MANUFACTURING	Words and Logo	Brazil	TM
AEROSPACE ENGINEERING & MANUFACTURING	Words and Logo	Canada	TM
AEROSPACE ENGINEERING & MANUFACTURING	Words and Logo	Japan	TM
AEROSPACE ENGINEERING & MANUFACTURING	Words and Logo	Mexico	TM
AEROTECH	Word	U.S.	®
AEROTECH	Word	Canada	TM
AMS	Word	U.S.	®
AUTOMOTIVE ENGINEERING	Words and Logo	Japan	®
AUTOMOTIVE ENGINEERING INTERNATIONAL	Words	U.S.	®
AUTOMOTIVE ENGINEERING INTERNATIONAL	Words and Logo	Japan	®
AUTOMOTIVE ENGINEERING INTERNATIONAL	Words and Logo	Mexico	®
AWIM	Word	U.S.	®
AWIM	Word	Canada	®
AWIM	Word	Mexico	®
AWIM	Word	UK	®
BAJA SAE	Words	U.S.	®
CAESAR	Words- hardware & software	U.S.	®
CAESAR	Words- research program	U.S.	®
CERTIFIED POWER	Words	U.S.	®
CERTIFIED POWER	Words	China	TM
CERTIFIED POWER	Words	India	TM
COMMERCIAL VEHICLE ENGINEERING	Words and Logo	U.S.	TM
DESIGN OF EMERGING ECONOMIES INITIATIVE	Logo	U.S.	®
FORMULA SAE	Words	U.S.	®
GLOBAL MOBILITY DATABASE	Words	U.S.	®
HPM II	Word	U.S.	®
IPC	Word	U.S.	®
J1349	Word	U.S.	®
J1349	Word	China	TM
J1349	Word	India	TM
J1349 CERTIFIED POWER	Logo	U.S.	®
J1349 CERTIFIED POWER	Logo	Japan	TM

## h. Trademarks

J1349 CERTIFIED POWER	Logo	Germany	TM
J1349 CERTIFIED POWER	Logo	India	TM
J1349 CERTIFIED POWER	Logo	China	TM
J1699	Word	U.S.	®
LEADING OUR WORLD IN MOTION	Words- 100th An-niv.	U.S.	®
LITSEARCH	Word	U.S.	®
MINI-BAJA	Words	U.S.	®
MINI-BAJA	Words	Brazil	®
NADCAP	Logo	UK	TM
NADCAP	Logo	U.S.	TM
NADCAP	Certification Mark-- Word--Class B	U.S.	®
NADCAP	Service Mark-- Word--Class 35	U.S.	®
OFF HIGHWAY ENGINEERING	Words	U.S.	®
OFF HIGHWAY ENGINEERING	Words	Canada	®
PERFORMANCE REVIEW INSTITUTE	Words- Class 42	U.S.	®
PERFORMANCE REVIEW INSTITUTE	Words- Class 35	U.S.	®
PRI	Logo- Class 42	U.S.	TM
PRI	Logo- Class 35	U.S.	TM
PRI	Logo	UK	TM
PRI PERFORMANCE REVIEW INSTITUTE	Words and Logo- Class 35	U.S.	®
PRI PERFORMANCE REVIEW INSTITUTE	Words and Logo- Class 42	U.S.	®
PRI REGISTRAR	Logo	U.S.	TM
PRI REGISTRAR	Logo	UK	TM
ROBOT SYSTEMS CHALLENGE	Words	U.S.	TM
SAE	Word	U.S.	®
SAE	Word- US Class 38, Intl Class 16	U.S.	®
SAE	(Bug)- for educational services	U.S.	®
SAE	(Bug)- for microform and publications	U.S.	®
SAE	(Bug)- membership pin	U.S.	®
SAE	Word and Logo (Bug)	U.S.	®

## h. Trademarks

SAE	Word and Bug- Class 9 & 16	India	TM
SAE	Word	Brazil	®
SAE	Word- Class 16 & 42	Canada	®
SAE	Word- Class 16 & 42	China	®
SAE	Word- Class 16 & 42	Europe	®
SAE	Word- Class 16	France	®
SAE	Word- Class 16 & 42	Japan	®
SAE	Word- Class 16 & 42	Korea	TM
SAE	Word- Class 35	Mexico	®
SAE	Word- Class 16	Mexico	®
SAE	Logo	Mexico	®
SAE	Word	Sweden	TM
SAE	Word- Class 16 & 42	Taiwan	®
SAE	Word- Class 16	UK	®
SAE BRASIL	Word	Brazil	®
SAE INSTITUTE	Words and Logo	U.S.	®
SAE INSTITUTE	Words and Logo	Canada	TM
SAE INTERNATIONAL	Words	U.S.	®
SAE INTERNATIONAL	With SAE in design format	U.S.	TM
SAE INTERNATIONAL	Logo	U.S.	TM
SAE INTERNATIONAL	Logo	Australia	TM
SAE INTERNATIONAL	Words	Brazil	®
SAE INTERNATIONAL	Words- Class 16, 35, 41, 42 and Logo	Canada	TM
SAE INTERNATIONAL	Logo	China	TM
SAE INTERNATIONAL	Logo	Europe	TM
SAE INTERNATIONAL	Logo	Japan	TM
SAE INTERNATIONAL	Logo	Korea	TM
SAE INTERNATIONAL	Words- Class 16, 35, 41, 42	Mexico	®
SAE INTERNATIONAL	Words- Class 16, 35, 41, 42	Taiwan	®
SAE INTERNATIONAL	Words- Class 16, 35, 41, 42	China	®
SAE INTERNATIONAL	Words- Class 16, 35, 41, 42	Europe	®

## h. Trademarks

SAE INTERNATIONAL	Words- Class 16, 35, 41, 42	Japan	®
SAE INTERNATIONAL	Words- Class 16, 35, 41, 42	Korea	TM
SAE INTERNATIONAL THE ENGINEERING SOCIETY FOR ADVANCING MOBILITY LAND SEA AIR & SPACE	Words and Logo	U.S.	®
SAE J1939 CERTIFIED POWER	Words and Logo-- Service Mark	U.S.	®
SAE J1939 CERTIFIED POWER	Words and Logo-- Certification Mark	U.S.	TM
SAE J1939 CERTIFIED POWER	Words and Logo-- Certification Mark	China	TM
SAE J1939 CERTIFIED POWER	Words and Logo-- Service Mark	Germany	TM
SAE J1939 CERTIFIED POWER	Words and Logo-- Service Mark	Japan	TM
SAE J1939 CERTIFIED POWER	Certification Mark	India	TM
SAE MOTORSPORTS	Logo	U.S.	®
SAE OFF-HIGHWAY ENGINEERING	Words	Germany	®
SAE OFF-HIGHWAY ENGINEERING	Words	UK	®
SAE TECHKNOWLEDGE CENTER	Words	U.S.	®
SAE THE ENGINEERING SOCIETY FOR ADVANCING MOBILITY LAND SEA AIR & SPACE	Words and Logo	U.S.	®
S.A.E.	Words	Canada	®
S.A.E.	Logo- triangle	Canada	®
SERVICE TECH	Words	U.S.	®
SUPERMILEAGE	Word	U.S.	®
THE COMMONSENSE GUIDE TO	Word	U.S.	TM
THE COMMONSENSE GUIDE TO	Word	Canada	TM
UNSEARCH	Logo	U.S.	TM

### III. BASIC ELEMENTS

#### i. Corporate Tag line

The Corporate tagline is symbolic of the very essence of SAE International. It portrays who we are to our members and customers.

The corporate tagline is used in marketing materials and may be used in other places where appropriate. It should read:

**“The society dedicated to advancing mobility engineering worldwide.”**

The type used for tag line is Helvetica. The tagline shouldn't have smaller size than 7 points.