

STEP MEMBER GUIDE FOR LOGO USE

SIMPLY KNOWN AS STEP

Welcome to our new logo guidelines – the next, exciting chapter in our development as both an organisation and a brand.

Faced with the realisation that our old brand no longer reflected us as a society, we undertook a branding exercise to develop a style, tone of voice and visual identity that represented us as a professional, international and outward facing organisation. We also needed to adapt to the new media platforms that we use to communicate, so needed a brand that performed across both print and digital.

Key to this process was to keep hold of our heritage. As an established organisation we wanted to acknowledge our history, but at the same time appeal to those new to STEP. As a result we have evolved our brand to one that presents us as a credible, established and modern organisation.

LOGO

The STEP logo has been modernised to work across both print and digital media. The full name has been removed and the font replaced with a strong, modern and clear typeface. A strapline has been introduced to represent the core value of our organisation, written in one of the new colours introduced to the brand.

The STEP logo with the strapline should be used whenever possible and is the preferred version to be shown.



SIZE

The STEP logo should never be used under 40mm width when printed, and 90px when shown online.



EXCLUSION ZONE

To preserve the integrity of our brand, the STEP logo should always have an area which is kept free of any other information.

The Logo Device should be used as the measurement to determine the exclusion zone.

The exception to this rule is the placement of the logo on web banners, where the size and positioning will determine the exclusion zone allowed.



ALTERNATIVE USAGE

The STEP logo can also be used without the strapline, and in white on a coloured background when more appropriate.

Please contact the Marketing team if you wish to use the STEP logo in a format that isn't covered in these guidelines.



LOGO RULES

1. Don't change the colours
2. Don't crop any part of the logo
3. Don't add a drop shadow
4. Don't resize the logotype elements
5. Don't add a stroke
6. Don't sit the full colour logo on an image/coloured background
7. Don't remove the logo icon
8. Don't stretch the logo
9. Don't compress the logo



LOGO USAGE

WHO CAN USE THE STEP LOGO?

- Full STEP members (TEP) only.

WHERE CAN MEMBERS USE THE LOGO?

- Full members can use the logo on their individual firm business card. The logo is not allowed on the firm business card template used by all employees. The logo should only be used in relation to the STEP member.
- Sole practitioners (full STEP members) may use the logo on their letterhead, website, advertisements and marketing material. This also applies to sole practitioners practising through a corporate vehicle.
- Full members may use the logo within a biographical profile within their firm's website and promotional material.
- Full members can use the logo in their email footer. Please note the logo can only be used on the full members' personal email signature, not the firm footer template.
- The logo can be used on a firm's letterhead, advertisements and marketing materials, providing the full member(s) of STEP are referenced. This should be done by either listing the full member(s) next to the logo or directing the header to a dedicated page on the firm's website where TEPs are listed. The firm will be responsible for keeping this up-to-date.
- Local STEP Branches and Chapters may use the logo on all communications (email, print fliers etc) and promotional materials that provide details for STEP Branch or Chapter activities.

STEP MEMBER LOGO USAGE IS NOT ALLOWED FOR THE FOLLOWING:

- The logo should not be used within the homepage of a firm's website.
- The logo should not be used within a firm's newsletter (print or email) where it may imply that the firm is a member of STEP.
- The logo may not be included on any materials that imply a STEP endorsement of a particular firm, product or service.
- The logo should not be used on any promotional materials that do not include a reference to the TEPs employed by the firm.
- At no time should the logo be used to imply the firm is a member of STEP. The names of the STEP members within the firm should always be stated clearly.

HOW TO USE THE LOGO:

- The logo should be no smaller than 1.32cm high x 2.75cm wide when it is used by a member.
- The logo should always be at least 30% smaller than the firm's logo.

WHO CANNOT USE THE STEP LOGO?

- Anyone who is not a full member (i.e. TEP) of STEP.
- Students, technicians, affiliates, retired members, friends of STEP and all those who are currently suspended cannot use the STEP logo or TEP designation.
- Any group, individual or firm who has not received prior consent from the STEP management team.

For further details in relation to STEP Brand Guidelines or other marketing enquires, please contact: **marketing@step.org**
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STEP Worldwide

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