

SAA Brand Guidelines

Spondylitis Association of America



SAA Brand Guidelines

Our brand is one of the most important assets we have as an organization. Marketing has developed these guidelines to help SAA staff, supporters, and vendors communicate with each other and our core audiences in a consistent manner—and to protect our brand identity from inconsistent usage or confusion.

Brand Voice

SAA is a historical brand that has provided a tremendous amount of value and “good” for so many within the community over the past 38 years. We are a relationship-based organization. The SAA brand carries emotional connections, is built upon a history of trust, and exists to fulfill a purpose/mission. Our community is supportive, welcoming and fosters a sense of belonging. Whenever possible, include words that embody these factors. Our power words are: Connection, Supportive, Dedicated, Empower, Advocate, Leader, Inspired, Caring.

Images should convey hope, vitality, warmth, nurturing, support, caring, courage, and strength. Whenever possible, use images of actual individuals rather than stock photography.

Logo

Our logo is at the heart of our visual system, designed to reflect our brand positioning and personality. Only use approved digital files and do not attempt to recreate, alter, or obscure the logo in any way. Ideally, the logo should be used in its full blue color on a white background for maximum impact and clarity. When this is not possible, use the white logo on a blue background or over a photo that will provide sufficient contrast with the logo.

In 2020, SAA evolved its brand identity with a new tagline, “Serving the Spondyloarthritis Community” to fully represent the comprehensive and inclusive scope of our mission and the community we serve. The new tagline also affirms our ongoing commitment to supporting members of our community regardless of which disease type that are impacted by within the spondyloarthritis family of related rheumatic diseases.

Whenever possible and design space allows, use the centered logo with the tagline.



Serving the Spondyloarthritis Community

The logo needs room. It's important that the tagline is clearly legible and unobstructed by other visual or verbal elements. White space calls attention to the brand, so make sure there is plenty of room around the logo.

In cases where there may be limited space but still sufficient to display the tagline, use the stacked logo.



When space is limited and the tagline is not clearly legible, use the SAA logo without the tagline.



White logo over blue background.



White logo over photo.



Brand Color Palette

Our color palette is an important aspect of the visual system because it not only helps us to communicate the brand idea, but also serves as a unifying element that can heighten the recognizability of our brand.

Blue, our primary color, is meant to evoke a calm and stable effect. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, and truth. Blue is prominently featured within our brand identity in conjunction with the vertebrae spine. {PMS 3015}; {RGB = 0,112,172}; {CMYK=90,53,0,1}; {HEX= #0070AC}

Approved colors for our color palette: black (secondary accent); gray (secondary accent); white (secondary accent); and orange (tertiary accent).

White: 255, 25, 255 (RGB)

Black: 0, 0, 0 (RGB)

Grey: 85, 85, 85 (RGB)

Orange: 242, 101, 34 (RGB)



Typography

Our family of typefaces are clean, bold, and flexible, while serving as a unifying element that heightens the recognizability of our brand.

Font: Arial (Primary). Acceptable: Karma, Avenir. (Restricted usage to 1 font within a design)