

Brand

GUIDELINES



Table of Contents and Introduction

At Institute for Supply Management® (ISM®), we've been around for more than 100 years. We take our stewardship of supply management seriously, but we're more than just guardians of tradition. We're also innovative thought leaders at the forefront of the field's ongoing evolution—and our communication should reflect this.

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THE PURPOSE OF THIS GUIDE

Success lies in doing something well and being consistent in our execution. At ISM, we communicate in writing constantly with our members, supply management practitioners and the public, through e-mail, direct mail, publications and on our website. How we message people has a strong impact on ISM's brand, and we want the outcome to be positive. Our values and our choice of voice, tone, style and vocabulary will play a critical role in helping us control our image.

THIS GUIDE WILL HELP PROTECT THE INTEGRITY OF OUR BRAND BY ENSURING THOSE WHO CREATE WRITTEN CONTENT WILL PRODUCE UNIFORM, HIGH-QUALITY WORK.

WHAT WE DO

At ISM, we are committed to advancing the practice of supply management to drive value and competitive advantage and to contribute to a prosperous and sustainable world. We accomplish that by issuing the field's most sought-after certification; hosting its largest global conference; providing career-building products, tools and training; and producing game-changing research, including the prestigious, market-moving ISM® *Report On Business*®.

Our expertise is why practitioners turn to us to help them develop their careers, and why organizations trust us to train their employees to optimize the performance of their supply management operation. We also work tirelessly to raise organizational awareness to the critical and strategic nature of supply management, because long-term success involves more than just cutting costs.

Core Messaging and Brand Values

CORE MESSAGING

Our marketing core message flows from our purpose statement. It is a succinct, practical statement that embodies what we do, how we do it, and what people can expect from us.

Our website will be home to thought-provoking, strategic, content that speaks with a confident, knowledgeable voice.

When a customer experiences our website or marketing collateral for the first time, he or she should immediately see that we are advancing the profession of supply chain and supporting career growth.

When that customer digs deeper into the site or marketing collateral, he or she will also notice that we are a wealth of supply chain knowledge and a global leader.

When a customer talks about us with their peers and colleagues, he or she will tell them that we are a passionate, and innovative leader in supply chain who is committed to their success.

BRAND VALUES

COMMITMENT

We do what we say we're going to do and take ownership for our actions. We take personal pride in staying focused on our customers' needs, wants and expectations to deliver the best possible experience.

DRIVE

We relentlessly pursue excellence in all that we do. We won't give up in the face of challenges or setbacks, because we're resilient, resourceful and always looking for ways to thrive within constraints.

INNOVATION

We challenge conventional wisdom and analyze patterns to advance new ideas, always balancing risk with wisdom.

TEAMWORK

Together, we can achieve more than any one of us could on our own. We're aware of our weak spots and leverage each other's strengths. We find value in viewpoints that differ from our own.

COURAGE

We don't shy away from difficult situations; we face them with honesty, openness and mutual respect. We welcome constructive feedback, opposing views and healthy compromise, never losing sight of the common goal.

INTEGRITY

We set aside our own agendas and do the right thing for ISM. We assume the best of our customers and coworkers, and we don't let the past impede on progress.

Brand Style Keywords

STYLE KEYWORDS

These traits represent our core characteristics and style of doing business. They'll be used as a source of inspiration and guidance for future branding, visual and verbal design, marketing and sales materials, and more.

KNOWLEDGEABLE

Smart. Prudent. Moral

This relates to our values of integrity and commitment.

PROGRESSIVE

Modern. Innovative. Bold

This relates to our values of innovation and teamwork.

CONFIDENT

Passionate. Fearless. Assertive

This relates to our values of courage and drive.

REFINED

Polished. Succinct. Classic

This relates to our values of integrity and commitment.

INSPIRING

Sincere. Accessible. Encouraging

This relates to our values of teamwork and drive.

BRAND ARCHETYPES


An archetype is an original pattern or model that is meant to serve as a perfect example. Our brand archetypes encapsulate ISM's qualities and act as a cognitive shortcut to communicate what our brand is about.

THE TRADITIONALIST

The Traditionalist believes firmly that people can achieve success by adhering to time-proven values and methods. Professional in appearance and behavior, he's impressed by substance, not flashy gimmicks; he believes in honest and respectful communication and always follows through on his commitments.

THE MOTIVATOR

The Motivator believes in those around her and urges them to never settle, to dream big and go the extra mile to reach their goals. Always ready with an encouraging word, she's a problem solver: If you're facing a challenge, she is ready with a solution.



Voice and Tone Style Guide

Voice and Tone

Voice is the distinct personality and style we infuse in our writing. ISM's voice is professional and knowledgeable, but we don't want to come across as pretentious and stuffy. We remember and honor where we came from. We adhere to tried-and-true values, but we're not dinosaurs. We're blazing new trails. We're active and vibrant, have our finger on the pulse of the field, and always have something insightful and useful to convey. Our voice says we're the leader that people trust and want to follow.



Tone is a subset of voice that sets the mood. While ISM's voice is professional, the mood of our writing should come across as informative, helpful, encouraging and, in the right circumstances, lighthearted. Our tone will vary depending on the audience, the message we are delivering, whom it is coming from, and the format. For example, in one marketing email, you may be giving encouraging advice to emerging professionals on how to manage the early stages of their career, while in another you're crafting a message from our CEO, asking senior supply management leaders to participate in an important survey.

Written Expression

The Voice of ISM

Our readers, for the most part, are busy professionals who do not want to struggle through a wall of text. They want clear, informative and engaging communication. Think of what you want to say, then write it clearly and to the point. However, do not confuse brusqueness for friendly, helpful conciseness. Use the following guide to ensure that content fits our knowledgeable, helpful and direct personality.

GENERAL GUIDELINES

- Be concise, direct and genuine. Long blocks of text are difficult to read (especially online).
- Readers scan for important info. Use bulleted lists where appropriate and add secondary headings to direct readers to sections of interest.
- Avoid losing the message in overly complex sentences and wandering passages.
- Don't say the same thing in multiple ways.
- Use mostly first- and second-person pronouns (I, you, we) and use third-person sparingly.
- Use contractions sparingly.
- Save capitalization for proper nouns only.
- Show excitement with words, not exclamation points.
- Don't rob your message of meaning with overused buzzwords.
- Avoid relying on jargon, because not every reader may be familiar with it:
 -  Jargon: Our goal is to improve enrichment processes to elevate engagement structures.
 -  Better: Our goal is to improve student participation in their classes.
- Don't be afraid to use conversational writing techniques like incomplete sentences or starting sentences with conjunctions.
- Use the active voice rather than the passive voice to keep prose lively and

interesting. Active voice describes a sentence where the subject performs the action stated by the verb. In passive voice sentences, the subject is acted upon by the verb.



Passive: A video is going to be watched by the attendees tonight.



Active: The attendees are going to watch a video tonight.

- Think like your audience (practitioners, managers and executives — or ISM staff). Be mindful of each group's different needs and perspective.
- Don't let pride come across as pretension. When pointing out ISM's successes, go easy on the superlatives and back up assertions with statistics when possible.

PRO TIP: READ YOUR WORK ALOUD TO YOURSELF. IT WILL HELP YOU HEAR WHERE THE PROBLEMS ARE.

STYLE GUIDE IN BRIEF

- Use ISM's full name upon first mention: Institute for Supply Management®. An exception is marketing emails to our membership. Always follow the full name with a registration mark.
- The correct way to abbreviate Institute for Supply Management® is ISM®, without periods. On the first, most prominent, mention, use the registration mark (®). From then on, the acronym ISM may be used without the trademark.
- Chapter names follow the above style, without the registration mark: ISM— Vermont (Note: use an em-dash with no space for chapter names.)
- An em-dash is longer than an en-dash and three times the length of a hyphen. Use an em-dash with spaces to set off parenthetical phrases or clauses in a sentence: ISM's Annual Conference — regarded as the largest supply management gathering in the world — will be held in Denver this year.
- Do not substitute an ampersand for the word and likewise, spell out the word percent rather than using the symbol.
- Don't indent the first line of a paragraph.
- Don't use periods with the acronyms CPSM and CPSD, but do use them with C.P.M. and A.P.P.
- Educational designations come before professional designations: Joseph L. Johnson, Ph.D., CPSM.

If a person has multiple ISM designations, use them in the following order after their name: CPSM, CPSD, C.P.M., A.P.P.
- When referring to ISM's Annual Conference, capitalize the word Conference anytime thereafter.
- Always capitalize Continuing Education Hours (CEHs).
- Amounts in U.S. dollars are preceded by US: US\$199
- Do not use a serial (Oxford) comma at the end of a list: The speaker discussed Virtual, Self-Paced and Guided Learning courses.

SAMPLE VOCABULARY

Achieve
Excel
Master
Climb
History
Path ahead
Together
Personalized
Invest
Refine
Ahead
Forge
Succeed
Tailored
Growth

Mastery
Comprehensive
Propel
Rediscover
Grow
Discover
Embark
Heart
Elevate
Possible
Cultivate
Create
Hand-picked
Strategic
Journey



Graphic Standards

ISM Logo

LOGO USAGE



INSTITUTE FOR SUPPLY MANAGEMENT

This logo can be used in several colors on several backgrounds. Be sure when using this logo that it is legible on the background it is being used on. When the ISM logo is paired with another logo, the ISM logo should always be placed on the left of the other logo.

BACKGROUND AND LOGO COMBO CHOICES



ISM Chapter Logo

LOGO USAGE



ISM—(Chapter name), Inc.



POLICIES FOR USING THE ISM CHAPTERS LOGO

Affiliated Associations that have entered into an ISM Affiliated Association Agreement with the Institute for Supply Management®, are issued an official chapter logo for use in promotional materials, including chapter website, print materials. Use of ISM's registered logo and any previous logo (including NAPM) is prohibited.

Please contact Melanie Larimer, Director, Customer Operations, at 480.455.5978 for further information. The ISM Affiliated Association Logo is a trademarked logo (see figure 1A). It should always appear with the trademark indication (™).

Alterations to this logo, such as reversing/screening colors on a logo, or placing a logo in, on, or with another shape or logo, and placing promotional statements or other copy around a logo — except as specified below — is not approved.

Logos provided by ISM are outlined and do not require the purchase or ownership of the fonts.

LOGO USAGE

For use on letterhead, the logo always appears in the upper left- hand corner of the sheet of paper. If the logo is used in a newsletter, the logo should appear in the upper left- hand corner of the publication. Other publications or visuals (such as a banner, display board, poster, etc.) should be consistent with the guidelines.

COLOR

The following colors are used for the ISM affiliated logos: (1) Blue (Pantone, PMS #288) (100%); (2) any Pantone color (100%); (3) Process Black (100%); or (4) reversed to white (100%). The affiliated association name should appear in Gray at 50% black.

Typography

PRIMARY TYPEFACE : NOTO SANS LIGHT

The Noto family is designed with the goal of achieving visual harmony.

A B C D E F G H I J K L M N
 O P Q R S T U V W X
 Y Z
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

PRIMARY TYPEFACE : NOTO SANS BOLD

Used for titles, headlines and call-outs.

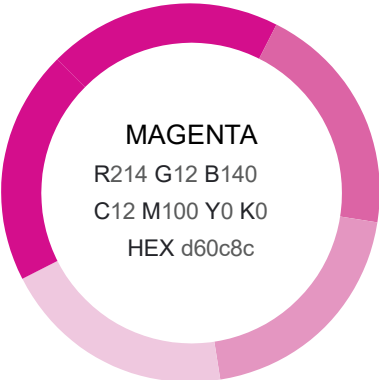
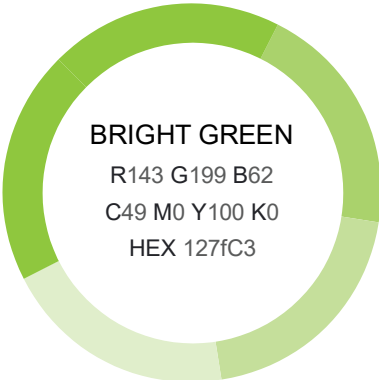
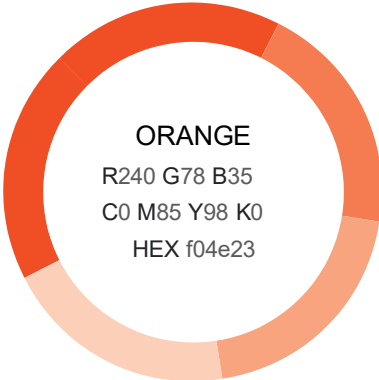
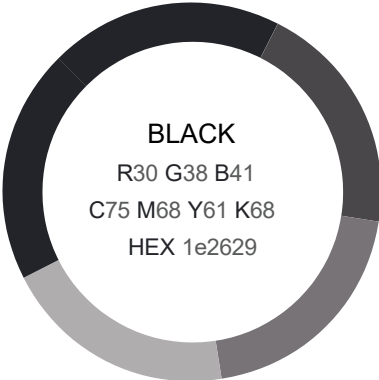
A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

PRIMARY TYPEFACE : HELVETICA NEUE LIGHT

Helvetica Neue is a timeless and neutral sans serif typeface.

A B C D E F G H I J K L M N O
 P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Overall Color Usage



Primary color
 The primary color for our brand is navy. This color feels classic and grounded, while also exuding confidence and character. This color should be used in text and backgrounds as a foundation for other graphic elements. This color should be present in every piece that ISM produces.

Flexible accent colors
 We use bold, vibrant accent blues that feel actionable and convey a future-focused spirit. These colors should be used sparingly for emphasis or to differentiate sections of content.

Web Fonts

PRIMARY TYPEFACE : NOTO SANS LIGHT

The Noto family is designed with the goal of achieving visual harmony.

A B C D E F G H I J K L M N
O P Q R S T U V W X
Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

**A B C D E F G H I J K L M N
O P Q R S T U V W X
Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z 1 2 3 4 5 6 7 8 9 0**

SECONDARY TYPEFACE : BARLOW

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

H1 — 32px

H2 — 32px

H3 — 28px

H4 — 24px

H5 — 20px

H6 — 16px

BODY — 16px

Imagery Usage

MAKE AN IMPRESSION

Imagery can be the most important part of a layout. It should convey your message in an impactful and memorable way. ISM imagery should be professional looking, with natural light.

This imagery should not look posed, people should be in natural positions and preferably not looking at the camera.



