



# Brand Guidelines

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# 01



# About SRS

# About SRS



## The Sleep Research Society

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The Sleep Research Society (SRS) is an organization for scientific investigators who educate and research sleep and circadian science. The SRS serves its members and the field of sleep research through training and education, and by providing forums for the collaboration and the exchange of ideas.

### **Mission**

The Sleep Research Society advances sleep and circadian science.

### **Purpose**

The Sleep Research Society, through its members and leadership, is organized exclusively for scientific, educational and charitable purposes. The SRS and its members foster scientific research investigation in all areas of sleep.

# 02



# Logo

# Logo



## Color Logos

### Dark Background



### Light Background



The RGB (red, green, blue) color model most accurately portrays colors on screens. Therefore, RGB logos are used for website and digital communications, such as web ad sets.

The CMYK (cyan, yellow, magenta, black) color model most accurately portrays colors on paper. Therefore, CMYK logos are used for print assets, such as posters and mailers.

Use light logos on backgrounds with a saturation of 51%-100%, and dark logos on backgrounds with a saturation of 0%-50% to ensure contrast.

# Logo



## Neutral Logos

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### Dark Background



### Light Background



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Use black logos on backgrounds with a saturation of 0%-50% and use white logos on backgrounds with a saturation of 51%-100% to ensure contrast.

# Logo

## Logo Usage

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Ensure enough padded space exists between the logo placement and other elements and text. Keep all elements of the logo within the document's margin.





No versions of the logo can be less than 100% opaque. No logos can be stretched or skewed.



# Logo



## Logo Usage

WHAT LOGO I SHOULD USE	 Sleep Research Society®	 SRS®	 Sleep Research Society®	
HORIZONTAL SPACE				
VERTICAL SPACE				
SOCIAL MEDIA PROFILE				
SMALL SPACE				
LARGE SPACE				

# 03

SRS®

# Color

## Brand Colors

	Tangerine	Antiqued Lavender
Original Colors		
RGB	#f58226 (R=245, G=130, B=35)	#8f6c8b (R=143, G=108, B=139)
CMYK	(C=0, M=60, Y=95, K=0)	(C=48, M=63, Y=27, K=3)
Pantone	PANTONE 158 C	PANTONE 5135 C
Color Compliance		
Original	#f58223	#8f6c8b
AA Normal Light text	#ec710b	#8e6b8a
AAA Normal Light Text	#bc5a09	#684f65
AA Normal Dark text	#f58223	#8f6c8b

The Original Colors showcase the original brand colors, Tangerine and Antiqued Lavender.

RGB colors are used for website and digital communications, such as web ad sets.

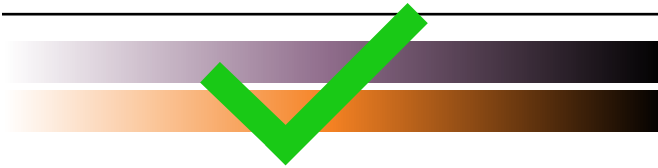
CMYK and Pantone colors are used for print assets, such as posters and mailers.

Compliant colors are acceptable AA and AAA compliant color variations for the vision impaired.

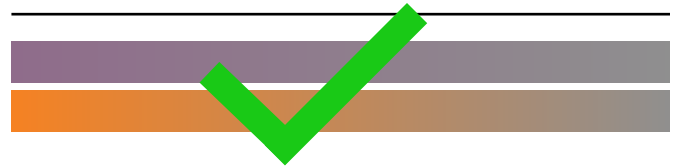
## Color Adjustments

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### *Brightness*



### *Saturation*



### *Hue*



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The two original brand colors, Tangerine and Antiqued Lavender, may be adjusted in order to ensure contrast and legibility.

The brightness and saturation of the brand colors may be adjusted for design and legibility purposes.  
The hue cannot be adjusted.

# 04

# Typography

# Typography

## Print Typography

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**Headers: Merriweather**

Body Text: Museo Sans

## Web Typography

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**Headers: Merriweather**

Body Text: Museo Sans

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Merriweather is well used in the design community because of its pleasant readability. As an academic, professional organization, SRS benefits from the sturdy, yet slanted serifs.

Museo Sans is a highly legible sans serif font that is well suited as body text and compliments Merriweather. Use of all weights of both fonts is encouraged.

# 05



# Audience

## SRS Members

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SRS offers benefits to a wide range of members within the field of sleep research such as members...

- Possessing doctoral degrees
- Special training and are actively engaged in sleep research
- Possessing a terminal degree and are in a residency or fellowship program
- Predoctoral students
- Students pursuing undergraduate degrees
- Who are retired professionally or have obtained Emeritus status at an academic or research institution
- Scientists in the field of sleep research from nations other than the United States

Learn more about our [member types](#).

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Keep SRS's wide-ranging SRS audience in mind when writing copy for or designing collateral.



# 06

SRS®

# Voice and Tone

## Voice is Word Choice

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Consistency of voice speaks to the authenticity of our products. How we communicate is a key part of building relationships.

### *Quick Voice Tips*

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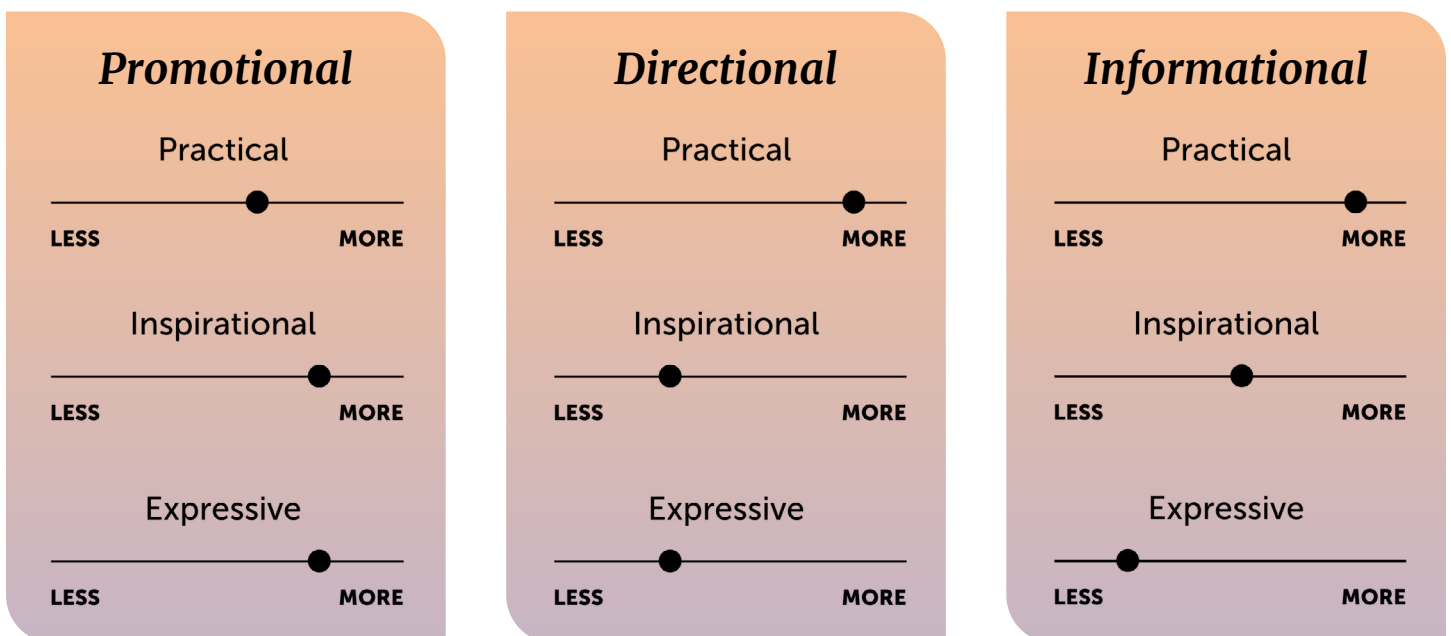
- Time format ex: 10:00AM ET
- Use Eastern Time Zone
- Use active voice
- Avoid passive voice
- Write clearly and concisely
- Write skimmable content full of key words on web to enhance SEO
- Use "Dr." in first reference as a formal title
- Do not use "Dr." before the names of individuals who hold other types of doctoral degrees. Ex: Stephanie Sanchez, Ph.D

# Voice and Tone

## Tone is Mood

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There are times when we need to speak to different subsets of users, for instance among different products, and our tone might not be quite the same. Use the guides below when writing and designing content for different purposes.



# 07



# Previous Work

# Previous Work





# Previous Work





# Brand Guidelines