



THE SME
STANDARD

BRAND GUIDELINES · VERSION 1.0 · SEPTEMBER 2026

The SME Standard

By SMEs. For SMEs.

The mark

The mark is the **section sign** (§) — the symbol a lawyer reaches for when citing an authority, and the closest thing the professions have to a shorthand for "the standard." It is set in Gelasio Bold, cream, centred in a navy disc inside a gold ring. It is not a monogram and not two interlocking S shapes; every master file is outlined, so it renders identically without our fonts installed.

Clear space. Keep free space equal to the radius of the gold ring on all four sides of any lockup.

Minimum sizes. Mark alone: 24 px / 8 mm. Horizontal lockup: 160 px / 44 mm. Stacked lockup: 110 px / 30 mm. Below these the ring closes up and the § loses its counters.

Colour



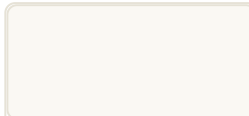
Navy

#1B2A4A
27 42 74
PMS 289 C



Gold

#C9A227
201 162 39
PMS 8383 C



Paper

#FAF8F3
250 248 243



Ink

#232733
35 39 51



Slate

#5A6472
90 100 114

Navy carries authority and does the structural work; gold is the accent and is never a background for body text. Paper, not white, is the default ground — it is what makes the palette read as institutional rather than technological. Supporting states: pass **#2E7D5B**, fail **#B44436**. Pantone references are visual matches, not certified conversions — confirm with a physical swatch before any print run.

Typography

ROLE	TYPEFACE	WEIGHTS	USED FOR
Display	Fraunces	400 / 600 / 700	Headlines, the wordmark, section titles, pull figures
Body	Inter	400 / 500 / 600	Running text, UI, navigation, captions
Data	JetBrains Mono	400 / 500	Section numbers, eyebrows, figures, labels
The § mark	Gelasio Bold	700	The mark only. Metrically matched to Georgia, which is the fallback.

All four are free and open-licensed. Set headlines tight (−0.01em) and let uppercase eyebrows breathe (+0.18em). In the two-line wordmark both lines are justified to a single width — that tracking is part of the mark and must not be retyped by hand.

Using the logo

DO

- Use the supplied files at the supplied proportions
- Put the reversed lockup on navy, the primary on paper or white
- Use the mark alone where the name already appears nearby
- Use the one-colour version for fax, embroidery, engraving and single-ink print

DON'T

- Retype the wordmark, or set it in another face
- Stretch, rotate, outline, or add shadows and gradients
- Recolour outside the palette, or place the primary lockup on a busy photograph
- Box the mark, or crop the gold ring

Voice

How we sound

Institutional, plural and specific. We are a school, not a personality — write "we", never "I". Short declaratives. Concrete numbers with their sources attached. The reader is a senior professional; never explain their own field to them.

The house test: would a partner at a serious firm forward this to a colleague without adding a caveat? If not, it is not finished.

What we never do

No income promises and no implied ones. No urgency theatre. No invented people, testimonials or logos. No naming of any platform's confidential material. Every earnings figure carries its disclosure and its denominator, every time.