

Student Steel Bridge Competition Branding Guidelines

For more than 30 years, one of AISC's most educational and impactful programs for college students has been the Student Steel Bridge Competition. The Student Steel Bridge Competition has a long-established tradition of ethical behavior and professionalism. While your club is a separate entity of SSBC, we encourage you to follow the guidelines below on all external communications. Together, through consistent usage and branding, we can communicate a unified message.

AISC Sponsor Logo

As one of your team's sponsors, please remember to include AISC in your lists of donors. If you plan to advertise your sponsoring companies, as many teams do, you may use the AISC logo that is available for download [here](#).

SSBC Logo

SSBC Clubs are permitted to use the [2019 Student Steel Bridge Competition Logo](#). Clubs may also request sub-brand lockup logo by emailing Sadie Brown at brown@aisc.org, or they can also create their own logo. Please keep in mind your school's requirements for club logos.

Style Guide

When talking about the Student Steel Bridge Competition on any official material we recommend, but don't require, that you follow the approved SSBC style. Here are the basic guidelines:

- Refer to the competition as a whole on first reference as the *Student Steel Bridge Competition* and the *SSBC* thereafter.
- There are two levels of Student Steel Bridge Competition: Regional Events and the National Finals.
 - When referencing the Regional Event and not the entire competition, refer to it as *Student Steel Bridge Competition- Regional Event* on first reference and *Regional Event* thereafter.
 - When referencing the National Finals and not the entire competition, refer to it as *Student Steel Bridge Competition- National Finals* on first reference and *National Finals* thereafter
- The standard fonts for printed SSBC documents is Avenir. Avenir is available in GSuite platforms. If you do not have access to Avenir, a basic sans serif font such as Helvetica will suffice.