



**WIRELESS SOCIETY
OF SOUTHERN MAINE**

Est. 2010

WHO, WHAT, WHY, HOW

WE ARE THE WIRELESS SOCIETY OF SOUTHERN MAINE

Maine's most active ham radio club.

The Wireless Society of Southern Maine strives to be more than just a ham radio club. We continue to work on ways to innovate, while remaining open to new ideas. We offer informative topics, projects, workshops, on-air activities, contests, public service opportunities, and outreach to newly licensed hams. We create a meaningful environment to experience the hobby, and make a positive impact in our community. Most of all, we want every club member and guest to experience the passion we have for amateur radio.

Our people are at the core of who we are.

Our members understand the importance of upholding a brand's reputation and value the effort it takes to be good ambassadors of the Wireless Society of Southern Maine, of Amateur Radio, and to provide service to the community.

WHY WE DO WHAT WE DO

Why

Our Vision is to be the most innovative and compassionate amateur radio organization in the world.

Our Mission is to be the first choice of amateur radio operators, and prospective hams, especially among those who live in Southern Maine, and to serve as a leader in the ham radio community in such a way as to inspire positive changes in other organizations that we interact with.

How

By producing:

- Exceptional experiences for members and guests
- Meaningful opportunities for members

- A positive impact in our Community

1. By listening to our members and anticipating their needs, individual interests, and desire to experience amateur radio more fully, we provide an **exceptional experience** every time.

2. As a local organization, we connect with businesses, non-profits, served agencies, and individuals, helping them not only to meet their amateur radio or communications needs, but to accomplish their own goals, and **together promote a stronger community.**



3. By creating **meaningful opportunities** and a fun, family-like atmosphere, our members project a positive impression at every touchpoint.

OUR VALUES. *OUR PROMISE.*

P -PASSION

We're passionate about delivering an exceptional amateur radio experience.

R -RESPECT

We respect our members' needs, wants, and individual goals.

O -OWNERSHIP

We're the owners of our actions and decisions.

M -MEANING

We create meaningful opportunities for our members and guests.

I -INTEGRITY

We do the right thing all the time.

S -SIMPLICITY

We strive to present the hobby in ways that are easy to understand and relate to.

E -EXPERTISE

We share our unique expertise as communicators.

OUR NAME

Name: Wireless Society of Southern Maine

To be consistent, our name is always expressed as the **Wireless Society of Southern Maine**, when spoken or in text.

The only acceptable abbreviation is **WSSM**.

Incorrect usage includes:

X Southern Maine Wireless

X WSM

X Southern Maine Radio Society

X Maine Wireless Society

X Southern Maine Radio Club

Tagline: Maine's most active ham radio club

To reinforce our mission, this tagline should be incorporated in the majority of our promotion, marketing, and digital content when possible. It is not recommended to use *Maine's most active ham radio club* by itself, without being accompanied by Wireless Society of Southern Maine, when spoken or in text.

OUR LOGOS

Our logo is the visual face of our organization.

The Primary logo must always feature the Diamond Mark on a white background, and the Wireless Society of Southern Maine text should be black. The logo should never be placed over a color gradient, and spacing between the left and top sides of the Diamond Mark must never be close enough to an edge to interfere with the logo's appearance. The Wireless Society of Southern Maine's logo may be inversed, but it should be done so only in certain circumstances, including embroidering or embossing. If a simplified Diamond Mark is needed, it should be a solid color, such as all white or all black.

Primary Logo



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Inversed Logo



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The Wireless Society of Southern Maine has the vanity call sign WS1SM which club members use during events such as ARRL Field Day or portable activations. When the call sign is printed on a QSL card or displayed on a banner it should always use the custom font shown below:

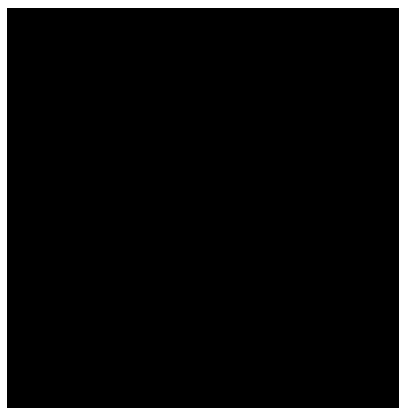
Call Sign Logo



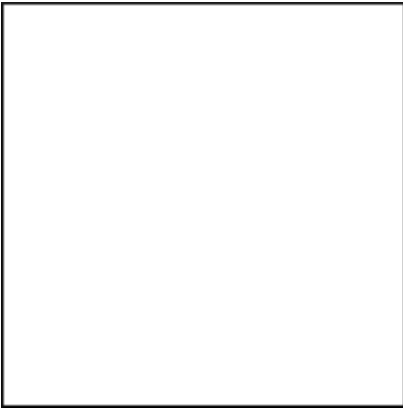
COLOR PALETTE



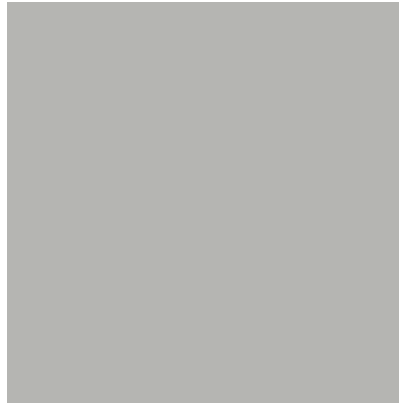
Hex: #f62240
RGB: 246, 34, 64
Uses: Primary logo and website



Hex: #000000
RGB: 0, 0, 0
Uses: Body text on website, print & display



Hex: #ffffff
RGB: 255, 255, 255
Uses: Primary background color



Hex: b5b5b2
RGB: 181,181,178
Uses: Secondary text or background

TYPOGRAPHY

Calibri is our primary typeface that, where controllable, should be used in all body text on digital, print, and social media.

Segoe UI Black is a secondary typeface that, where controllable, may be used in titles on digital, print, and social media.

Fedra Display 2 is the block letter font used on the primary logo.

Calibri Regular

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 | 0 1 2 3 4 5 6 7 8 9

Calibri Bold

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 | 0 1 2 3 4 5 6 7 8 9

Calibri Regular Italic

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 | 0 1 2 3 4 5 6 7 8 9

Segoe UI Black

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 | 0 1 2 3 4 5 6 7 8 9

Fedra Display 2

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 | 0 1 2 3 4 5 6 7 8 9