pma

Member
Logo
Usage

PMA Member Logo: Proper Usage

Thank you for showing your support of PMA by identifying yourself as a PMA Member! We appreciate your adherence to the standards presented in this guide, which were created to help PMA present a unified, powerful brand image. If you have any questions, please email *design@pma.com.*

When using the PMA Member logo electronically, please help others learn about PMA membership by linking the logo to *pma.com/membership.*

Primary Logo Usage

CMYK or RGB. For use on light backgrounds.

This logo is designed as a permanent lock-up. Do not separate the "Member" line from the PMA mark.

Alternate Logo Usage

Grayscale. For use on light backgrounds.

White reverse. For use on dark backgrounds.

Clearspace

An important consideration for any logo is its clearspace. In the case of the PMA logo, the minimum clearspace is determined by the height of the letter "m." Keep all other elements from encroaching into this clearspace.

Minimum Size

The size of the PMA Member logo is also important. It should be neither too large and overpowering nor too small and understated. For printed applications, a good rule is not to go below .6875 inches wide.

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Improper Logo Usage

By using the logo in its approved manner, you are helping PMA present a unified, powerful image. Please refrain from using the logo in any of the following ways.

🚫 Alter the proportions of the logo

🚫 Alter the font

🚫 Angle the logo

🚫 Change the logo colors

🚫 Separate the parts of the logo

🚫 Use the logo to create a pattern

🚫 Reposition the logo elements or alter the relationship of logo elements

🚫 Add custom type to the logo

🚫 Add drop shadows to the logo

🚫 Use the logo over intense colors, complex photos or distracting backgrounds or add color outlines to the logo