pma
FOODSERVICE
CONFERENCE + EXPO

Logo Usage
Guide

The PMA Foodservice Logo

Thank you for showing your support of PMA by displaying the PMA Foodservice logo. 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.*

Primary Logo Usage

CMYK or RGB. For use on light backgrounds.

This logo is designed as a permanent lock-up. Do not separate the "Foodservice" 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 Foodservice logo, the minimum clearspace is determined by the height of the letter "m" from the logo. Keep all other elements (text, other logos, images) from encroaching into this clearspace.

Minimum Size

The size of the PMA Foodservice 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 1.5 inches wide.

1.5 inches wide

Inappropriate 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 typography

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

🚫 Change the logo colors

🚫 Separate the parts of the logo

🚫 Add custom type to the logo

🚫 Angle the logo

🚫 Layer the logo or use it to create a pattern

🚫 Use the logo over intense colors, complex photos or distracting backgrounds