Member of DRMA Logo Usage Guide

6/23/16

DRMA members are eligible and encouraged to incorporate the Member of DRMA logo into business stationery, website, and promotional materials. Use it often and proudly to show your professional partners your connection and dedication to manufacturing in our region as a member of the Dayton Region Manufacturers Association! Use of the logo indicates your membership in DRMA and must not to imply DRMA's endorsement of your company's services or products. The logo cannot be used on any election and/or campaign literature.

This document contains guidelines for using the Member of DRMA logo.

For further assistance on using the Member of DRMA logo,
please contact the DRMA office.

LOGO OPTIONS

Color:
Type: 100% Black
Icon: Green PMS 376, C-50 M-0 Y-100 K-0
Blue PMS 2995, C-90 M-11 Y-0 K-0
Crossbar on "A": Blue PMS 2995, C-90 M-11 Y-0 K-0

Greyscale:
Type: 100% Black
Icon: Greyscale
Crossbar on "A": 0% Black to 100% Black

MINIMUM SIZE AND MINIMUM CLEARANCE

The DRMA Member Logo must never be used less than 1" wide.

In addition, it must be surrounded by a "clearance" area that is free from any graphic intrusions that may diminish the visual presence and impact of the logo, at least as great as the size of the icon of the logo defined by "x" shown here.

OTHER OPTIONS FOR SPECIAL BACKGROUND COLOR CHALLENGES:

The DRMA Member Logo poses some color readability issues when it is used on a green, blue, black or transparent background. A special version of the logo has been developed which includes a white outline around the arrow graphic so that it is clearly visible on these different backgrounds. Samples are shown below:

IMPROPER USAGE:

(a) *overpowered by background*

(b) *stretched out of proportion*

(c) *wrong colors*

(d) *wrong tints*

(e) *not enough contrast*

(f) *background too busy*

(g) *wrong arrangement of elements*

(h) *wrong alignment*

The DRMA Member Logo should not be overpowered by other graphic elements (a).

Never stretch or elongate the logo out of its original proportions in any way (b).

Other colors or screen tints are not acceptable (c and d).

When the logo appears against colored backgrounds – which should be the exception, since white backgrounds are usually preferable – be sure there is enough contrast for the lettering and icon to be legible (e).

Avoid placing the logo against busy backgrounds, patterns, or imagery (f).

Never tilt, flop, distort, or rearrange elements within our company logo (g). It should always align on a vertical and horizontal axis on the page (h).