PMCA

Professional Manufacturing Confectioners Association

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Brand Guidelines

as of December 2015

Table of Contents

Introduction

NEW BRAND POSITIONING STATEMENT

PMCA is an international association that enhances the companies and careers of confectionery and snack professionals through inspired learning and the building of long-term personal connections, which empowers our members to create products that bring people joy.

TAGLINE:

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Logos and Usage

Logos and Usage

The PMCA logo is formed by a precise combination of type, color and graphic elements. Each of these elements has been carefully crafted; no part of the logo is to be removed, altered or recreated in any way. When our logo is reproduced on printed and digital materials, please adhere to the logo usage guidelines on the following pages.

PMCA is a registered service mark. When using the PMCA logo in promotional materials, please make sure the Service Mark is included.

LOGO ELEMENTS
The colorful lollipop symbol next to the PMCA logo illustrates the many possibilities and reach of manufacturing of PMCA. The logo uses a clean yet whimsical typeface that indicates a clear focus that is still relevant to the industry.

The logo should be used with the tagline as long as space allows for all elements of the logo and tagline to be legible.

USAGE
Our logo will be reproduced on printed and digital materials.

• The PMCA logo should be used on the front-facing page of all communication pieces.

• The logo should be surrounded by white space equal to the height of the first letter P.

Logo Sizing

LOGO SIZING/SCALE

If all of the components are visible and of correct proportion, the logo can be enlarged to any size needed for a project. When shrinking the logo, however, it cannot be smaller than the size indicated on this page.

DIMENSIONS

The proportions of the logo should not be altered, and the logo must be kept in proportion to the measurements shown on this page. Stretching or compressing the mark or any of its components is not acceptable.

The minimum size of the logo is 1.85" wide by .5" high.

1.85"

.5"

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Primary Colors

The consistent use of color in representing the PMCA brand is a major factor in recognition and memorability. The main logo colors are: c27 m90 y100 k24 and c100 m95 y5 k0.

When multiple colors are printed, it is more cost effective to print in CMYK mode. Please refer to the list below for the correct ink breakdown. For electronic media, please refer to the RGB or HEX color breakdown below.

Do not print the logo in a tint of another color.

MAIN LOGO COLORS

PMCA Color	C M Y K	R G B	HEX#
■ Maroon	27 90 100 24	151 51 32	973320
■ Blue	100 95 5 0	43 57 144	2a388f

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C27 M90 Y100 K24

C100 M95 Y5 K0

Secondary Colors

The PMCA logo has a set of secondary colors that are used to support the brand. They were selected to have synergy with the primary colors and to add emphasis within the designs where needed.

CMYK	0 100 0 0	50 0 100 0	56 100 19 5	100 0 0 0	0 97 83 0	1 11 100 0	64 0 32 0	35 100 35 10	89 100 1 2	100 0 62 0	0 0 0 80
RGB	236 0 140	141 198 63	131 38 119	0 174 239	238 41 58	255 218 0	76 193 187	158 31 99	72 45 140	0 168 139	88 89 91
HEX#	ec008b	8cc63e	832576	00adef	ed2837	ffda00	4bc1ba	9e1e62	472d8c	00a88a	57585b

Color Variations

TWO-COLOR SOLID (PREFERRED)

It is preferred to use the two-color version of the PMCA logo. It should be used with the tagline as long as space allows for all elements of the logo and tagline to be legible.

ONE-COLOR SOLID

If only one color is available, use the solid black version of the PMCA logo. The logo type and tagline are 100% black. It should be used with the tagline as long as space allows for all elements of the logo and tagline to be legible. The one-color logo should be used on a white or light colored background. Do not print the logo in a tint of another color.

Color Variations

TWO-COLOR GRAYSCALE

If the identity is to be used in black and white use the two-shaded grayscale logo. The letters are in 100% black and the mark and tagline are 60% black.

ONE-COLOR REVERSED

If the identity is to be reversed out of a background color, it must appear in solid white. In such cases, be sure that the background color is either black or another dark colored background. Please ensure that enough contrast is given. The PMCA logo should be used with the tagline as long as space allows for all elements of the logo and tagline to be legible.

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Correct and Incorrect Usage

CORRECT USAGE

• Adhere to guidelines at all times when using the PMCA logo.

• The logo should be surrounded by ample white space, equal to the height of the letter P symbol in the PMCA logo.

• When using the logo on a photograph make sure to place it in an uncluttered area and provide enough contrast.

• Whenever possible use the PMCA logo in the preferred two-color version.

• Display the mark horizontally, reading from left to right.

• Reverse the logo to white when it is placed on a black or dark colored background.

Grey box indicates white space equal to the height of the letter P mark.

Correct and Incorrect Usage

INCORRECT USAGE

1. Do not use the PMCA logo at an angle.
2. Do not alter the relationship between the mark and the supporting type.
3. Do not distort, skew, or italicize the logo.

4. Do not outline the PMCA logo.
5. Do not place the PMCA logo on a background with insufficient contrast.
6. The logo cannot be used in a sentence or phrase; it should be spelled out in text format.

7. Do not use the logo at a size smaller than 1.85" in width.
8. Gradients should not be used on the mark.
9. Do not alter the colors on the logo.

Graphic Elements

Graphic Elements Overview

In order to support the branding communicated by its logo, color palette, and copy, PMCA employs certain graphic elements. These elements ensure consistency in the overall appearance of the organization's communications so that they may be recognized as being from PMCA. They assist communication of new PMCA programs and products by lending to them the attributes already associated with PMCA as a whole, in an intuitive way. This element includes use of the PMCA lollipop mark.

This mark is meant to be used judiciously. Not every communication must include the lollipop mark. It should be used within reason and should not overwhelm the branding of individual programs and products. The PMCA lollipop mark is an element used in digital and print designs, to add interest as well as to support PMCA branding efforts. The lollipop element can play a major part in a digital or print layout, or find its place as a subtle support graphic.

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Photography

View the new PMCA website design as a frame of reference when selecting photography. Photos should be large in size and inviting. You can pick up existing photos from the new PMCA website for continuity with the overall branding or select new photos that complement the new website design.

Fonts

Acceptable Fonts

Typography is an integral part of a cohesive and consistent brand identity. Consistent font treatment is crucial to PMCA's visual brand application. Flamenco and Today are the primary font families used by PMCA. These are licensed fonts—it MUST NOT be used unless purchased.

TYPEFACES OF FLAMENCO:

Flamenco Regular
Flamenco Light

TYPEFACES OF TODAY:

SB Extra Light
SB Extra Light Italic
SB Light
SB Light Italic
SB Regular
SB Regular Italic
SB Medium
SB Medium Italic
SB Bold
SB Bold Italic
SB Ultra
SB Ultra Italic

Usage Regulations

External Logo Usage Policy

The following policy applies to all PMCA logos including, but not limited to, all of PMCA's printed and electronic publications and other trademarks:

• Written permission to use any PMCA logos must be requested.

• The logo may be used only for the purpose specified.

• The logo remains the property of the PMCA and recipients using the logo may not grant others permission to use it.

• The logo may not be redrawn or altered in any way.

• The logo may not be placed near other names or products, juxtaposed with product advertisements, used as a hot link to another site, or otherwise suggest or imply that PMCA endorses, sponsors, or partners with another company, product or event.

• PMCA reserves the right to withdraw permission to use the logo at any time.

Use of the Mark should always be independent and separate from the trademarks or logos of another company. The Mark must be distinguished from other words and logos surrounding it to indicate to the world that PMCA is using and protecting its trademarks. The Mark may not be used as a feature or design of any other trademark or logo. The Mark may not be combined with any other symbols, words, logos, icons, graphics, photos, slogans, numbers, or other design elements on a product or in connection with a service.