

Style Guide for the Use of the Marketing Association Member Logo

Logo Files

You have been supplied with 6 different files for use in different situations:

File Name	Use
Marketing_Association_Print_colour.eps	High resolution 4 colour logo for digital or offset printed material
Marketing_Association_Print_b&w.eps	high resolution black and white logo for digital and offset printed material
Marketing_Association_Web_colour.jpg	low resolution 4 colour for electronic use
Marketing_Association_Web_b&w.jpg	low resolution black and white for electronic use
Marketing_Association_Print_colour.tif	High resolution colour logo
Marketing_Association_Print_b&w.tif	High resolution black and white logo

Correct Colour Usage

- The logo should be produced in full colour wherever possible, if this is not possible black and white versions of the logo have also been supplied
- No modification to the files supplied other than size should be necessary however for correct colour matching the correct PMS colours are below:



PMS 295
C100 M72 Y0 K49
R7 G42 B94



PMS 186
C0 M100 Y85 K5
R239 G19 B31



30% PMS 295
C33 M24 Y0 K16
R166 G186 B197

- Correct colours for black and white are K100 (black) and K50 (grey)



K100



K50

- Colour reproduction is extremely important. Regardless of the printing process employed every effort must be made to match against the colour specifications above

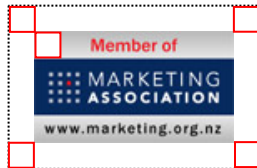
General Usage Instructions

- **Position on page** – preferred position is bottom right of page however the logo may appear on any position on the page
- **Minimum size reproduction** is 30mm in length – this is to ensure legibility and no deterioration of quality



Minimum size is 30mm

- **Clear space requirement** surrounding the logo means that no graphic element may sit closer to the logo than the distance from the top corner of the grey 'Visual Graphic Element' to the outer edge of the logo.



- **Hyperlinking the logo** - Whenever the logo is used online, it must be hyperlinked to the Marketing Association home page – www.marketing.org.nz.
- **Background Specification** - it is preferable that the logo always appears on a white background – in the event this is not possible it should be placed on a white box surrounding the Logo.

Reference to the Marketing Association in Copy

When referring to the Marketing Association in a paragraph, it must always be referred to as either:

- **the Marketing Association** or
- **the New Zealand Marketing Association** or
- If not in a sentence just **Marketing Association**

It must never be abbreviated (therefore MA or Marketing Assn. for example are incorrect).

Incorrect Usage

- Do not alter the size proportions of the logo in any way
- Do not alter the colours of the logo from those specified in any way
- Do not reproduce the logo any smaller than 30mm in length

- The logo must never be used in a reversed format
- The logo must never be used with a drop shadow

Contact Details

If you have any questions regarding the use of the logos or this Style Guide, please contact the Marketing Association for further guidelines.

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