

National Marine Manufacturers Association

LOGO STANDARDS

Usage Guidelines

The NMMA logo and text have been designed to work together. As a trade marked sign, they must be used exactly as provided. No deletions, insertions or alterations of type are permissible.

If you need further clarification or assistance in meeting your graphical needs, please contact: Bryan Welsh, NMMA Membership Services at 312.946.6276 or email bwelsh@nmma.org.

Size Specs

VERSION A: Logo must be no smaller than 1.5 inches wide for print readability.

VERSION B: Logo must be no smaller than .9 inch wide for print readability.

Color Specs

The text and logo should be reproduced in the official NMMA colors. No other colors are acceptable.

NMMA colors are PMS 294 & 432:

PMS 294 blue color breakdown:

C:100 M:60 Y:0 K:20 (Cyan Magenta Yellow Black)

R:0 G:18 B:61 (Red Green Blue)

PMS 432 blue color breakdown:

C:23 M:2 Y:0 K:77 (Cyan Magenta Yellow Black)

R:0 G:18 B:61 (Red Green Blue)

2 color

For 2 color application, the background wave lines and logotype are gray 432. The logo letters 'NMMA' are PMS 294 (or breakdown equivalent). Logo must be no larger than 2 inches wide on any printed materials. TIF, and EPS (vector-based Illustrator) files are available.

1 color

For 1 color application, NMMA must be in black, blue, or reversed in white.

Web Usage

For readability, DO NOT use the GIF logo any smaller than the size provided.

GIF size VERSION A: 120 x 140 pixels

GIF size VERSION B: 210 x 100 pixels

Thank you for identifying your company as an NMMA member.

VERSION A: 1.5 inches wide



MEMBER OF

NMMA™

National Marine Manufacturers Association

please keep a clearance of
.25" around all sides of logo

VERSION B: .9 inch wide



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