


A large, faint, light teal version of the PMA logo (oval and hexagon) is centered in the background behind the title text.

GUIDE TO
VISUAL IDENTITY


pma


Colors

Color chart

	Hex #FFFFFF	C 0
	R 255	M 0
	V 255	J 0
	B 255	N 0

	Hex #67B5C9	C 60
	R 103	M 11
	V 181	J 20
	B 201	N 0

	Hex #0D414F	C 93
	R 13	M 57
	V 65	J 47
	B 79	N 45

	Hex #0D414F	C 70
	R 50	M 59
	V 52	J 56
	B 52	N 65



Logo

Bicolor logos

Use on light background



Use on dark background



Monochromatic logos

Use on light background



Use on dark background



Rectangular logos

Light version

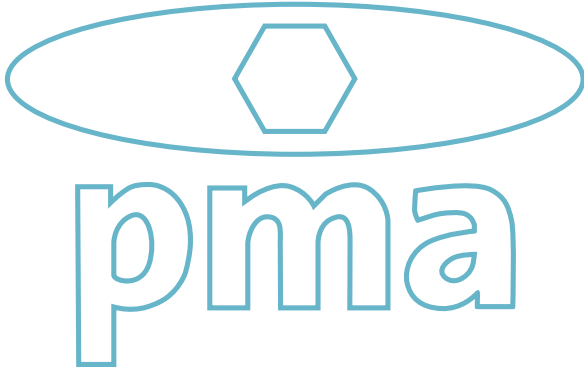


Dark version

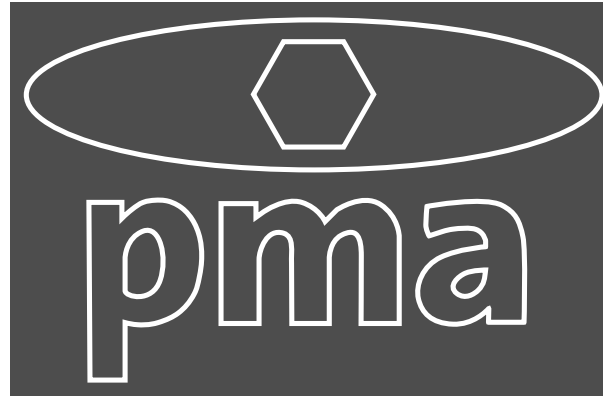


Watermark

Light version

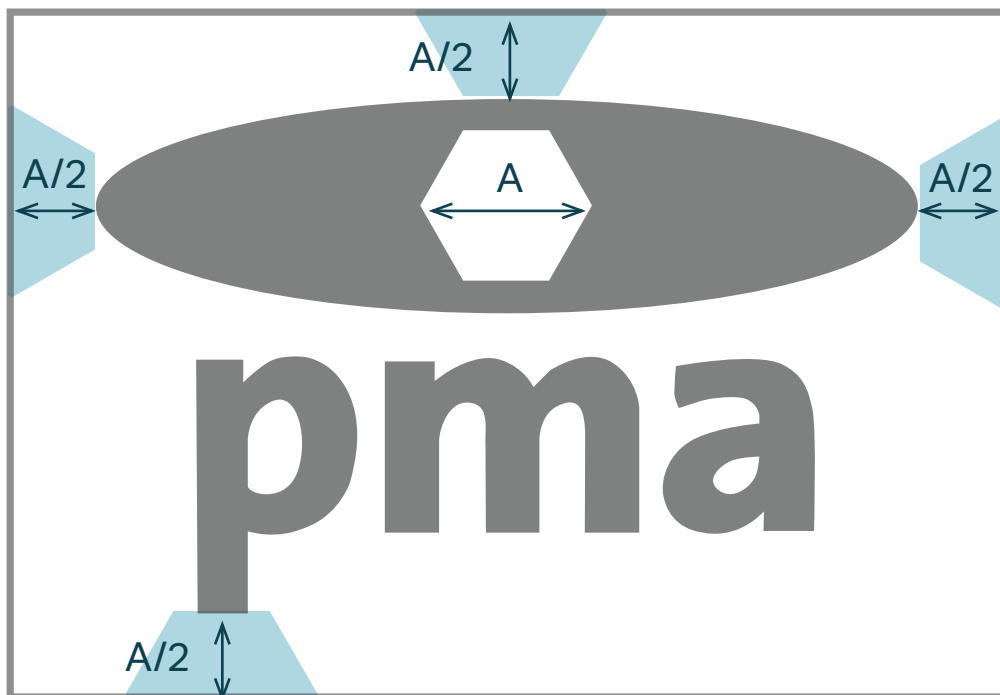


Dark version



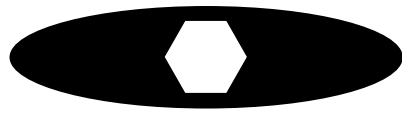
Dimensions

Use in a rectangle



Declinations

Monochromatic label



According to
pma
Standard

Bicolor label



According to
pma
Standard

Use on a dark background



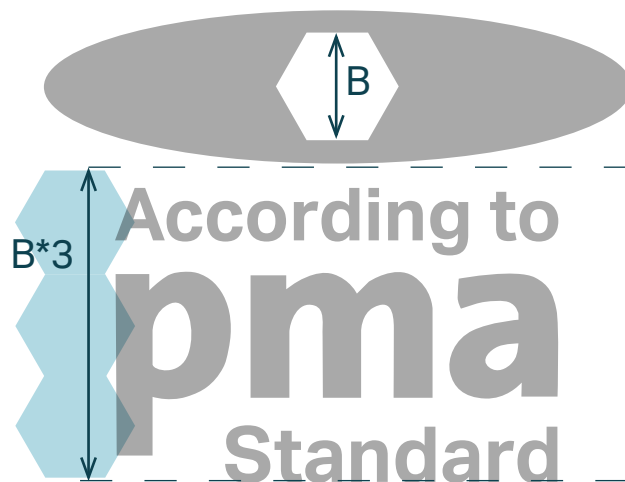
According to
pma
Standard

Suggestion



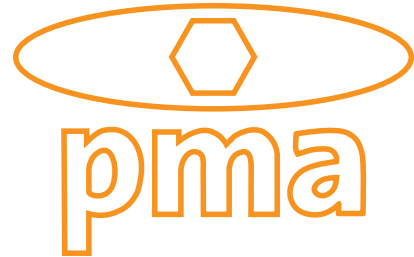
pma
Standard

Dimensions of the declinations



Improper use

Colors out of the graphic charter



Incorrect sizing & positioning



Main font (logo & titles)

Secondary font (Subtitle)

Secondary font (Paragraph)