

## ACMA Member Logo Program

ACMA member companies in good standing may use the **ACMA Member Logo** to show their commitment to the composites industry and to enhance their relationship with ACMA. In using the **ACMA Member Logo**, companies must follow the **ACMA Member Logo Guidelines** outlined below.

Here are some examples of how you can use the **ACMA Member Logo**:

- Display the **ACMA Member Logo** on all of your employees' business cards.
- Incorporate the **ACMA Member Logo** on the home page of your website. Be sure to include a link to [www.acmanet.org](http://www.acmanet.org).
- When showcasing your company at other related industry events, be sure to include the **ACMA Member Logo** on your promotional/marketing brochures as well as on graphics or signs in your booth.
- Include the **ACMA Member Logo** in your Annual Report, Report to Board of Directors, and any informational documents.
- Encourage employees to add the **ACMA Member Logo** to the signature line of their emails. Be sure to include a link to [www.acmanet.org](http://www.acmanet.org).
- Ask employees to use the **ACMA Member Logo** on their fax cover sheets and on any company stationery.

Below you will find information on the **Member Logo Guidelines** and the **Graphics Formats Details**.

### Member Logo Guidelines

Only ACMA member companies are eligible to incorporate ACMA's logo into business stationery (examples: letterhead, business cards, web site, and promotional or marketing materials).

- The ACMA Member Logo may only be used to indicate that the user is a member of the American Composites Manufacturers Association. It may not be used to imply ACMA's endorsement of the user's services or products.
- The ACMA Member Logo may not be altered, combined with other symbols or words, or be used in part.
- When using the ACMA Member Logo, it must always appear in its original colors and on a white background.
- The ACMA logo, the acronym "ACMA," and the formal name "American Composites Manufacturers Association" shall be used only in a context in which the mark is likely to be understood by the public to denote membership in the Association.
- When using the acronym "ACMA," it should always appear in capital letters.
- ACMA shall at all times retain sole ownership of the logo. The license herein granted is not intended to be and shall not be construed as an assignment, in whole or in part, of the logo from ACMA to the user.
- The user shall indemnify ACMA from any claims or injuries incurred by ACMA from the use of the Logo by the user for any purpose other than to indicate membership in ACMA.
- ACMA retains the right, at its sole discretion, to terminate the member company's use of the logo if there is evidence that the ACMA logo has been misused. Misuse of the ACMA logo may result in termination of membership. Evidence of misuse will be referred to the ACMA Board of Directors for appropriate action on a case-by-case basis.

## Available Formats

There are five available graphic file formats from which to choose, depending on the file application(s) your company and vendor use and the type of project for which the logo is needed.

*Note: If you do not have the proper software, you may not be able to open this file, but your printer and designers will have the necessary software to open and use it. When using an outside printer, be sure you view a proof to make sure the logo is accurate.*

**EPS** – The best version of the ACMA member logo for all commercial printing, including printing on clothing or specialty items. The ACMA colors are PMS 355 Green (RGB = 0, 56, 168) and PMS 286 Blue (RGB = 0, 158, 73). Provide this logo to your designer or printer.

**TIF** – Many printers prefer this file format, especially for printing larger graphics files at the highest possible resolution. The ACMA colors are PMS 355 Green (RGB = 0, 56, 168) and PMS 286 Blue (RGB = 0, 158, 73). Provide this logo to your designer or printer.

**JPG (high resolution)** – This version of the ACMA member logo can be used by anyone for both print and electronic uses. It is not ideal for commercial print quality; however, nearly everyone can open the file and use it for lower-resolution uses such as MS Word documents and quick print-outs.

**JPG (low resolution)** – This is the ideal ACMA member logo format for use on website and emails because the file size is small. It will NOT work well for anything printed, just electronic.

**GIF** – This is a very common file format for use on websites, although a low-resolution JPG also is very popular.

## Questions

Please email ACMA's Membership Department at [membership@acmanet.org](mailto:membership@acmanet.org)