

# PMA USA brand guidelines

This document includes basic guidelines on how to represent the PMA USA brand through our graphic elements.



Pantone 281 (blue)/Pantone 1805 (red)



Black



Reverse (white)

## Unacceptable uses



Do not present the graphic element by itself



Do not separate the elements



Do not replace PMA USA logotype with a different typeface



Do not stretch or skew the logo in any way



Do not change colors



Do not place the logo on top of a pattern or background that compromises legibility

## Minimum size and clear space

### Print applications



Minimum size  
1"

### Online and screen applications



Minimum size  
100px

### Minimum clear space



### Standard Sizes



1.75"



1.3"

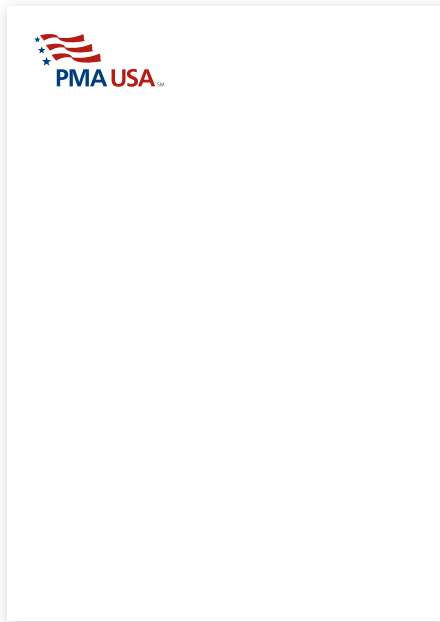


1"

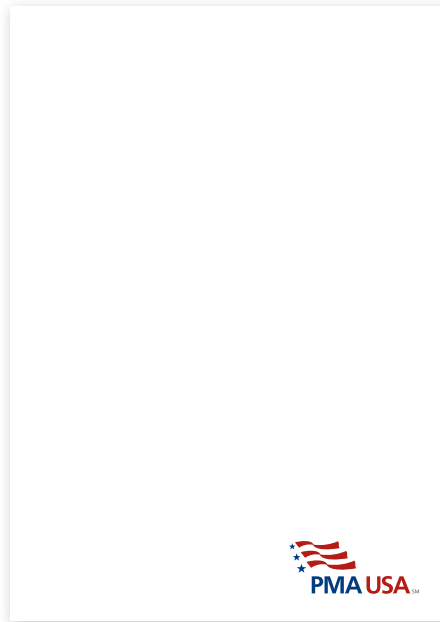
# Logo placement

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Upper left placement



Lower right placement



## PMA USA primary colors

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<b>PMS 281</b> CMYK: 100/72/0/32 RGB: 12/44/107 HEX: 0c2c6b	<b>PMS 1805</b> CMYK: 0/95/100/29 RGB: 179/35/23 HEX: b32317	<b>PMS Cool Gray 7</b> CMYK: 0/0/0/37 RGB: 155/156/157 HEX: 9a9b9c
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## Typography

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### Headline font

**Rockwell**

### Body copy font

**Whitney**

## Website reference

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When referring to our website in copy, drop the protocol reference <http://>, and "www" and capitalize PMA USA.  
Example: PMAUSAinc.com

**QUESTIONS: Contact Consumer Marketing at [MarketingServices@banklife.com](mailto:MarketingServices@banklife.com)**

**PMAUSAinc.com**

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