



CFMA LOGO USAGE & GUIDELINES

October 2014

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In order to protect and grow the CFMA brand, we have designed these guidelines for the usage of our distinguishable logo. These guidelines outline how to maintain the integrity of the CFMA brand, specifically related to the use of our logo, which is a registered trademark of the Construction Financial Management Association.

CFMA Chapters and industry partners are encouraged to use the CFMA logo on their websites, brochures, packaging, and elsewhere. You may not use the logo or its likeness as a company logo or for any other commercial purpose without permission from CFMA. Effective October 15, 2014, CFMA Chapter derivative versions of CFMA's logo are prohibited, as they dilute CFMA's brand identity. However, any CFMA Chapter derivative versions of CFMA's logo in existence and usage prior to October 15, 2014 may continue to be used.

CFMA reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in CFMA's sole judgment, does not comply with these guidelines, or might otherwise impair CFMA's rights in the logo. CFMA further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Contact Fern Oram, Director Content Marketing & Communications, (**foram@cfma.org**) with questions on logo usage permissions.

Contact Susan Flood, Director of Art & Design, (**sflood@cfma.org**) if you have any questions or would like to engage CFMA's design services related to a CFMA Chapter's unique branding initiatives.

SPECIFICATIONS

The Construction Financial Management Association (CFMA) logos shown here are designed to be reproduced in the following colors: either black, white, or blue and green. If you are using the image in artwork to be reproduced by a professional vendor (e.g., on a printing press), please provide your vendor with the following information.

Minimum Size for Print:

Print: 0.5" wide x 0.5" high (stand-alone logo)

Screen: 0.5" wide x 0.5" high (stand-alone logo)

Resolution: 300 dpi (except the .gif images)

If scaling is required, please constrain proportions – i.e., scale height and width together – do not skew image.

COLORS

PMS: 281, CMYK: C100 M72 Y0 K32

PMS: 341, CMYK C100 M0 Y67 K29

RGB: Blue R0 G57 B118, Green R0 G128 B97

Web: Blue #013878, Green #007E60

PMS: Black

CMYK: 0.0.0.100

RGB: 0.0.0

Web: 000000

PMS: White

CMYK: 0.0.0.0

RGB: 255.255.255

Web: ffffff

THE REVERSE LOGO

To ensure visibility, the reverse logo must appear on a background with a minimum value of 50% black or its equivalent.

IMPORTANT: DO NOT place the blue/green logo on a red background. This color combination will make the logo appear to vibrate.

REGISTERED TRADEMARK REPRESENTATION

As the CFMA logo holds a registered trademark, note that the logos displayed here accordingly include the ® symbol. Should there arise the need to annotate the CFMA logo's registered trademark status, please use the following: *The CFMA logo is a trademark registered in the US Patent and Trademark Office.*

CFMA SIDE TEXT LOGO



CFMA BOTTOM TEXT LOGO



CFMA STAND-ALONE LOGO



USAGE & GUIDELINES

- Always use the original logo artwork.
- It is against policy to rebuild, redraw, recreate, or distort the logo.
- It is against policy to use the logo as a design element – rotated, cropped, etc.
- The logo must be placed on backgrounds that offer sufficient contrast to make it clear and legible.
- If the background is dark, use the reverse white logo.
- If the background is light, use the black or blue/green logo.
- Do not place the logo on busy or textured background or pattern that will diminish legibility.
- CFMA logo should appear at a clear distance from any other logo.

ON THE WEB

The logo should be large enough to be clearly legible.

APPAREL

The minimum width of the CFMA logo on apparel is 1”.

CFMA CHAPTER LOGOS

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CHOOSING WHICH LOGO ORIENTATION TO USE

Legibility of the CFMA logo is paramount. In most instances, legibility of the logo in either the side text orientation or the bottom text orientation will not be compromised. Space constraints and good judgment will easily dictate usage of either the side text orientation logo or the bottom text orientation logo. Instances when the legibility of the logo will be compromised dictate usage of the stand-alone logo. The preference is to always use either the side text orientation or the bottom text orientation logo and limit usage of the stand-alone logo to instances where legibility is an issue.