CMAC
Club Management Association of Canada

Since its creation in 1957, The Club Management Association of Canada (CMAC) has been the national professional association for individuals involved in the club management profession in Canada.

CMAC promotes education, networking and member events to support our members being the best in the industry. The **mission** and vision of CMAC are important to know as well as the **history of CMAC** and the current **strategic priorities** of the association.

Logo Usage Guidelines

The CMAC logo consists of the icon and wordmark. The logo is a specifically drawn, original piece of artwork and should never be altered, redrawn or reconfigured in any way nor should the logo be placed on backgrounds that will compromise its legibility. Any alterations to the logo will undermine its effectiveness. Examples of the different wordmark versions (black and white, negative) and their correct and incorrect usage can be found in this guide.

The CMAC logo is available in EPS and JPEG file formats. If you require a different format please contact CMAC National Office 416.979.0640.

Note: The icon and/or logo cannot be used on their own unless approved by the CMAC National Office.

icon   **wordmark**

Logo Versions - English

2-colour (positive)   **1-colour** (positive)   **2-colour** (negative)   **1-colour** (negative)

Logo Versions - French

2-colour (positive)   **1-colour** (positive)   **2-colour** (negative)   **1-colour** (negative)

Logo Placement - Clear Space & Minimum Sizes

The minimum clear space is equal to the height of the letter "The area indicated by grey shading" must be kept free of any graphics or type.

To ensure legibility the CMAC logo must not be reproduced smaller than the specified minimum size detailed below.

Minimum print size: 1.45" wide

Minimum website size: 156 pixels wide

Logo Usage Guidelines, continued

Improper Logo Usage

DO NOT stretch, distort or rotate the logo

DO NOT remove any part of the logo

DO NOT alter any individual part of the logo

DO NOT change the colour of the logo

DO NOT place negative or white logos on light backgrounds

DO NOT place the logo on backgrounds or colours which render it illegible

**DO NOT** place the logo on graphics or text that intrude with the logo

DO NOT produce the logo in a size smaller than the minimum size noted

Icon

The leaf and surrounding hash marks make up the CMAC icon. The CMAC icon can only be used on digital media in the case of an app, and/or the CMAC National URL. The icon cannot be used independently of the logo. Any exceptions must be approved by the CMAC National Office.

NOTE: Branches have access to official Branch webpages on the CMAC National website. Please contact the CMAC National Office to coordinate updates to these pages.
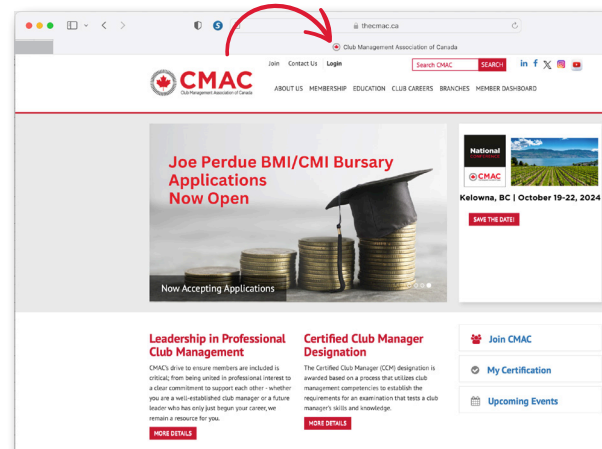
DO use the CMAC icon on the homepage of the national website in the URL/Tab.
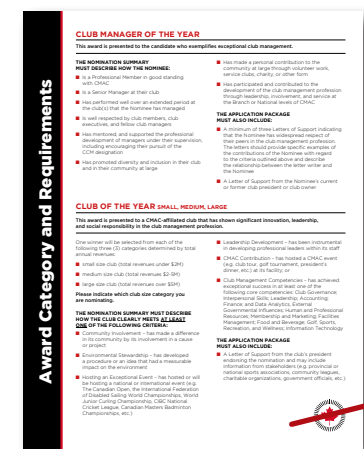
DO NOT use independently of the logo

Logo Usage Guidelines, continued

Branch Logos

Below are branch logo versions for individual regions. The logo usage guidelines indicated in this guide also apply to the branch versions. These logos are available in colour, black and white and negative versions in EPS and JPEG file formats.

Alberta

Atlantic

Manitoba

Ontario

Ottawa Valley

Pacific

Québec

Québec

Saskatchewan

Southern Interior BC

Southwest Ontario

Vancouver Island

CMAC
Club Management Association of Canada

Colour Usage Guidelines

This section highlights the appropriate colours to use with the CMAC brand.

Pantone® Matching System (PMS) an accurate method for the selection, specification, communication and reproduction of colour. The colours outlined above have been chosen from Pantone® colour guides which are available for purchase through pantone.com.

CMYK (Cyan/Magenta/Yellow/Black) or otherwise known as four colour process, combines specific values of cyan, magenta, yellow and black to produce Pantone® colours when not using special ink.

RGB (Red/Green/Black) Hexadecimal (HTML) provides an accurate method for the selection, specification, communication and production of colour on web based onside applications only. These values are not to be used for print application, as they will produce undesired colour.

For any questions related to printing and stock choices contact
national@thecmac.ca

Primary Colours

In order to ensure the colours reproduce consistently, the Pantone® colours should be used whenever possible. If Pantone ® colours are not available, the CMYK, RGB and Hexadecimal values should be used accordingly. These colours can be used in all design materials, both print and online.

	CMYK COATED	RGB	HEXADECIMAL HTML	PANTONE COATED
Red	2/100/85/6	200/16/26	C8102E	186 C
Black	0/0/0/100	0/0/0	00000	Black

Secondary Colours

These colours can be used in all design materials, both print and online.

	CMYK COATED	RGB	HEXADECIMAL HTML
Light Grey	0/0/0/30	198/198/198	c6c6c6
Gunmetal Grey	0/0/0/75	100/99/99	646363

Tertiary Colours

These colours can be used in the design of graphics or conference materials.

	CMYK COATED	RGB	HEXADECIMAL HTML
Deep Red	0/100/100/30	174/15/10	ae0f0a
Tangerine	0/80/100/0	232/78/15	e84e0f
Goldenrod	0/36/91/0	249/175/30	f9af1e
Eggplant	80/100/26/16	82/36/98	522462

Font Usage

This section indicates which fonts are available for use.

Gotham Font

0123456789 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Font

0123456789 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Font

0123456789 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

PT Sans

0123456789 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT	MEDIA USE		Example
	Print	Digital	
Gotham	•	•	Logo, Print / Digital Brochures
Arial	•	•	Letters, Memos, Emails, Flyers
Montserrat	•	•	Letters, Memos, Emails, Flyers
PT Sans		•	CMAC National Website

Club Management Association of Canada

Photography/ Iconography

This section will indicate the correct and appropriate use of photography and imagery within all CMAC materials. Our style of images are about capturing people and moments in time and portraying real-life situations, rather than forced, posed or abstract imagery. The main principles are: photographs that feature real people that you can relate to, not fashion models; the use of natural colour - no filters or light effects; and believable situations - the world we encounter day-to-day. Photos can be used in black & white or colour.

Photography Dos and Don'ts

The wrong choice of photography will undermine the consistent expression of our brand. Our photographic style differentiates us in the marketplace, so we must avoid cliched images. Therefore do not use studio shots; and do not use special effects or filters, or any of the types of photography shown here.

Iconography

Graphics will be designed using the brand's primary colours. Secondary and tertiary colours may be used for larger graphics as needed.

Tone of Voice

This section specifies the tone, key phrases, appropriate usage of acronyms, and overall style of writing that is required for any brand communications or materials.

CMAC will communicate using professional and respectful language that promotes the association's vision of creating great leaders through excellence in professional club management.

The Club Management Association of Canada is either referred to as its full name or the acronym CMAC. When spoken it is C-M-A-C not C-MAC.

CMAC references the **Canadian Style Guide** for all communications.

OUR PERSONALITY: Friendly, Positive, Professional, Member-Oriented, Confident

OUR PRINCIPLES: Learning, Collaboration, Sustainability, Growth, Excellence

BIG IDEA: A balanced approach.

OUR VISION:
To create great leaders through excellence in professional club management