

Club Management Association of Canada

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 (colour, 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.



Logo Versions



2-colour (Positive)



1-colour (Positive)



2-colour (Negative)



1-colour (Negative)

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.

	PANTONE COATED	CMYK COATED	PANTONE UNCOATED	CMYK UNCOATED	RGB	HEXADECIMAL HTML
Red	186 C	2/100/85/6	186 U	1/91/72/3	200/16/26	C8102E
Black	Black	0/0/0/100	Black	0/0/0/100	0/0/0	00000

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. Note: The colours shown in this document are NOT ACTUAL PANTONE® samples. They are for reference only.

CMYK (Cyan/Magenta/Yellow/Black) or otherwise known as 4-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 online applications only. These values are not to be used for print application, as they will produce undesired colour.

Clear Space

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



Minimum Size

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

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

Improper Logo Usage



Do not stretch, distort or rotate the logo.



Do not alter any individual part of the logo.



Do not remove any individual piece of the logo.



Do not use any colour other than those approved in this logo guide.



Do not use the negative or white logo on light colour backgrounds.



Do not place the logo on backgrounds or colours which may render it illegible.



Do not allow other graphics, images or text to intrude with the logo.



Do not produce the logo in a size smaller than the specified minimize size detailed above.

Branch Logo Versions

Below are ranch 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.



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