



**LOGO STANDARDS AND USAGE GUIDE**

---



## COLOR SPECIFICATIONS

---

The Central Missouri Community Action logo uses the listed Pantone (PMS) colors. When printing in four-color, the listed process CMYK alternatives must be used. The RGB color process is for online use only. Central Missouri Community Action's colors coordinate with and are the same as the national Community Action Partnership.

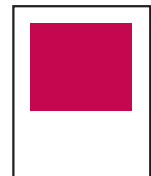
The Pantone colors used in the logo are as follows:  
2955 U (Blue) and 207 U (Red).

The CMYK color profiles are as follows:  
Blue=C100 M45 Y0 K47 Red=C0 M100 Y43 K19.

The RGB color profiles are as follows:  
Blue=R0 G82 B136 Red= R198 G6 B81



Pantone 2955 U  
C100 M45 Y0 K47  
R0 G82 B136



Pantone 207 U  
C0 M100 Y43 K19  
R198 G6 B81

## FONTS USED IN LOGOTYPE

---

*Helvetica-CondensedBlack*

**1234567890 !@£\$%^&\*()-=+**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

## LOGO CONFIGURATION AND CORRECT USAGE

The CMCA logotype should be set in the listed PMS colors or CMYK alternative. (The RGB alternative should be used only for online applications, i.e., placement on a website, PowerPoint, presentations, Facebook, etc.). The preferred color usage for the logo when using spot colors (e.g., letterhead, business cards, etc.) is the PMS color profile. When using a four-color print process (e.g., full color brochures incorporating other photographs/images) use the CMYK color profile. When utilizing logos online, use the RGB color profile.

For black-only and one-color applications and screenprinting purposes, a solid black version of the logo is appropriate.

A reverse version of the logo is set in white.

Correct proportion and position of all elements of the logo must be used. The logo should never be adjusted in any manner, including gradients, distortions, modifications, rotations, etc. Using scanned images, artist's renderings or other reproductions of the logo to produce a new version of it is unacceptable. Under no circumstances is the logo to be copied off a printed piece for reproduction purposes. The logo cannot be cut apart, positioned on an angle or altered in any way that will disturb the integrity of the logo as designed. Do not enclose the logo in a shape or combine it with other design elements.

Complicated backgrounds comprised of photos or designs should never be used with the logo. The logo should stand prominently against the background.



## DON'T ABUSE YOUR LOGO



## LOGO SIZING AND PLACEMENT

### Minimum Logo Size

The minimum size for the CMCA logo is .5596 inches in height. When reducing the size, please scale proportionally without stretching the logo to fit. The minimum size shown applies to the color, black and reverse versions of the logo. The logo can be used at any size exceeding the minimum.



Minimum Size

### How to Place the Logo

The logo should be used with a clear isolation area around it. The logo should be given sufficient space around all edges, drawing attention to it. A minimum space of .25 inches must be given on all sides of the logotype. Allow more space wherever possible. Reduce the logo size, rather than crowd it, in limited space. No graphic or text elements should appear within the clear area space.



Placement

This illustration provides a reference for spacing the logo from other design elements. Use this reference to determine the minimum amount of space to leave around the logo.

 = 0.25 inches buffer zone

When placing the CMCA logo near another organization's logo, be sure each logo looks to be the same size in comparison. Preferably, place the CMCA logo beside other logos not above or below. If the logo must be placed within a vertical line of logos, place the CMCA logo at the top or near the top of the line. Also, be sure to leave the appropriate amount of space around the logo.



Placement with other Logos

## USE OF THE HEART

The heart must always stay in correct proportions. When enlarging or decreasing in size, do not stretch it vertically or horizontally. The heart icon may be used as a stand alone image, but only when the full CMCA logo is also present. The heart may be set at 100% or at 30% opacity as a watermark. When the heart is used as a watermark, the opacity should be set to no less than 30%. The heart should be placed as is, never at an altered angle. No other graphic elements should be printed on top of the heart when used this way. However, text may be imprinted over the heart as long as the integrity of the image is retained.

The graphic should run off the page, preferably into the bottom right corner of the piece.

The heart may also be used as a bullet point graphic.



The heart may also be used as an icon for small media where the full logo cannot be used, such as an application for a smartphone or tablet.



100%



30%

-  Can be used as bullet point
-  As shown here



Small Media

## TYPOGRAPHY

---

Fonts to be used in the CMCA literature include Futura Bold font for headlines and Futura Book for standard copy. The typefaces and styles shown at right are approved for use. These fonts should be used whenever possible to give a consistent look to CMCA materials. A text block accompanying the logo must use these fonts.

## HEADLINE FONT

---

### FUTURA BOLD

**1234567890 !@£\$%^&\*()-=+**  
**AaBbCcDdEeFfGgHhIiJjKkLlMm**  
**NnOoPpQqRrSsTtUuVvWwXxYyZz**

### Body Font

---

#### Futura Bold

1234567890 !@£\$%^&\*()-=+  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo  
 PpQqRrSsTtUuVvWwXxYyZz

## PRINTED MATERIALS

---

The CMCA logo should be used on all literature pertaining to CMCA. Refer to the previous examples for detailed specifications relating to the use of the logo.

## **CONTACT**

---

Reproduction quality copies and digital images of the logo may be obtained through CMCA. If you have any questions regarding use you may direct your questions to CMCA at (573) 443-8706.

**VISIONWORKS**  
marketinggroup

CMCA Logo Usage Guide  
December 2014