

Appendix E

GRAPHICS GUIDELINES FOR DMA LOGO USAGE

Consistent use of the logo is the single most important aspect of these graphic guidelines.

1. Logo Colors PMS 301 Blue, PMS 284 Blue

2. Logo dos and don'ts

- A. Every communication must feature the DMA logo. Stand-alone pieces should be designed so that the logo is on the front or back. Packages should ideally have the DMA logo on every element/piece, but they must at least have the logo on the piece/element that will be seen first.
 - B. Do not recreate the logo. Always reproduce logos from artwork provided.
 - C. The Standard Core Signature includes all three elements of the Core Signature: DMA (logo type), Direct Marketing Association (Descriptor Line), and the Leadership Symbol. When the logo measures 26mm or more, always include all three elements. When it measures less than 26mm, the Core Signature can drop *Direct Marketing Association*.
 - D. Printing the logo on a light solid background: This option may be used only if the background color (either paper color or ink color) will not interfere with the lower line of type's legibility.
 - E. Black only. Use this option when printing on brightly colored stock or when PMS inks or CMYK are not available.
Note: All elements of the Core Signature are 100% black, with the exception of the Leadership Symbol, which is 50% black.
Note: When doing a two-color piece, all elements of the Core Signature must be 100% black, with the exception of the Leadership Symbol, which is 50% black. The Leadership Symbol must never be in a color other than black.
 - F. Leave at least .5" clearance around the logo if the logo does not knock out of the background.
 - G. When knocking out the logo, all elements must be KO white.
 - H. Do maintain the distinctiveness of the DMA logo when it appears in conjunction with other logos by maintaining the .5" clearance. If circumstances allow, place it in the most prominent position.
 - I. Don't distort or alter the perspective of the logo.
 - J. Don't invert the colors or otherwise alter the color scheme.
 - K. Don't alter the spatial relationships between logo elements.
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3. Distinct identities, but all from the same family.

An important function of the DMA logo is to unify the identities of all parts of the organization. This is accomplished by keeping the DMA Core Signature consistent but putting the name of the appropriate division (ie, Nonprofit Federation) underneath it in Cool Gray PMS 6.

APPENDIX F

Guidelines for Naming DMA Seminars, Council Events, and Conferences

On the front of brochures, if the DMA logo is present, do not put DMA in the title:

- Database Marketing Seminar
- Profitable Customer Reception and Winback Workshop
- Mastering the 50+ Marketplace Seminar

If the seminar appears in text, use the possessive form of the DMA name:

- Mary was registered for DMA's Profitable Customer Reception and Winback Workshop.
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DMA STYLE FOR COUNCIL EVENTS

Put the number with ordinal in front of the event name:

- 31st Annual DMA Financial Services Conference
 - 14th Annual DMA Directo Days
 - 22nd Annual DMA Teleservices Conferences
 - 21st Annual DMA Circulation Day
 - 15th Annual DMA Catalog on the Road Conference
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DMA STYLE FOR CONFERENCES

DMA07

- The number corresponds to the calendar year in which the DMA Annual Conference takes place
- [Something here about the DMA Annual Conference in text, other references to Annual Conference]

DM Days New York Conference & Expo (DM Days)

- No reference to the year or the number of preceding conferences
- ("DM Days" in text)

Business-to-Business Marketing Conference

- Make no reference to the year or number of preceding conferences
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DMA STYLE FOR JOINT VENTURES

ACCM

The Annual Conference for Catalog & Multichannel Merchants (ACCM) co-presented by the Direct Marketing Association (DMA) and Multichannel Merchant magazine.

- In "presented by" text and banner listings, DMA goes to the left, or first, owing to its placement in the alphabet.

NCDM

National Center for Database Marketing (NCDM) co-presented by DIRECT magazine and the Direct Marketing Association (DMA).

- In "presented by" text and banner listings, DIRECT goes to the left, or first, owing to its placement in the alphabet.

NCOF

National Conference on Operations & Fulfillment (NCOF) co-presented by the Direct Marketing Association (DMA) and Multichannel Merchant — O&F

- In "presented by" text and banner listings, DMA goes to the left, or first, owing to its placement in the alphabet.