



Graphic Standards for Logo Usage

Table of Contents

Contact Information	2
Rules for Logo Use	2
Logo Usage & Samples	
Vertical Logo Layout	2
Web Logos	2
Business Cards	3
Stationery	3
Ratio & Safe Zone Standards	3
Where to Find MEMA Logos	4

NOTE: These guidelines will be updated periodically. If in doubt or should you have questions, please confirm that you have current information prior to using the MEMA logo.

Contact Information

If you have questions regarding the proper use of the MEMA brand, please contact:

Katie Mishler
Member and Association Coordinator
Email: kmishler@cerritos.edu
Phone (562)860-2451 ext. 3085

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Secretary
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Rules for Logo Use

The MEMA logo is the central piece of our identity. The logo is what is associated with the association. The following guidelines will assist you in the proper use of the logo:

- The logo can be used by MEMA members in good standing (yearly dues have been paid).
- Always use the logo's original artwork as provided by MEMA.
- Do not rebuild, re-draw, recreate, or distort the logo.
- The logo is not a typeface; do not match it to an existing typeface.
- Do not insert the logo into text, i.e. insert the logo directly into a sentence or paragraph.
- The logo must stand clear of any other elements.
- No other graphic or text should appear within the Safe Zone. (Please see the Safe Zone section on page 3).
- No other words or symbols should ever be directly attached to, or placed in association with, the MEMA logo within the "Safe Zone".

When in doubt, contact us. These brand standards were carefully developed for the long-range growth and viability of MEMA. If you have questions or doubts regarding the proper use of the brand, please contact the MEMA board of directors.

MEMA Logo Samples

Vertical Logo Layout

The MEMA logo may appear in a vertical orientation as follows:



Web Logos –

The MEMA logo and brand may be used in many ways on the Web. Use the following logo for posting on websites, webinars, blogs, e-newsletters and email blasts.

Business Cards

The MEMA logo cannot be used on business cards by MEMA members. Only current board members can use the MEMA logo on the business cards provided by MEMA.

Stationery

No stationery is available with the MEMA logo. MEMA members cannot create stationery with the MEMA logo.

Ratio and Safe Zone Standards

Ratio

The ratio of a logo refers to the height and width of the logo—specifically in the proportions that the logo was originally created to achieve its look, feel, and shape. The MEMA logo should always be kept in the aspect ratio shown. The logo should never be scaled or manipulated out of proportion.

Safe Zone

An area of clear space should be maintained around the SCRRTC logo all times to protect the integrity of the logo. This area should be free of text, images and other visual elements. The safe zone gives the logo importance—enabling clear and strong presentation of the brand. The safe zone is space equal to the height of the capital letters used in the “MEMA” acronym.

A larger safe zone is always acceptable, but never a smaller one. Please see the sample below for an accurate depiction of the appropriate safe zone area.



Where Can I Find MEMA Logos?

The MEMA logo is available for members who are in good standing, to obtain a logo file please contact kmishler@cerritos.edu to receive a logo (see samples below) based on your needs. Please keep in mind these formats are not high enough quality for most commercial printing jobs, and are primarily intended for electronic use. If you need a format other than eps, please contact the member and association coordinator at kmishler@cerritos.edu

The following logos are available for MEMA members and associates:



The “Proud Member” logos are for the use of MEMA members and associates. The logos without “Proud Member” are solely for the use of the Southern California, Northern California and Ohio official documentation and board usage. Northern California and Ohio chapters may add “Northern California” and “Ohio” to the logo.