



## PRIMA LOGO USAGE GUIDELINES for CHAPTERS

This document provides general guidelines for the correct usage of the established trade name, Public Risk Management Association or PRIMA, and its associated brand and logo treatment.

A "trade name" refers to the name the organization will use in the general marketplace or public domain. PRIMA's identity on any communication or marketing product is represented visually by PRIMA primary logo. The proportions of the logo are deliberate and must be maintained whenever the logo is used.

As you may know, PRIMA has created three distinct and professional chapter logos for your usage. If your chapter has not yet adopted one of these logos, contact your chapter leadership.

### Example Logos Available to All PRIMA Chapters



Option 1:



Option 2:



Option 3:

Logo usage guidelines for the PRIMA chapter logo should follow the same usage guidelines as the PRIMA logo, detailed below.

If your chapter chooses **NOT** to use one of the logos above, please abide by the following usage guidelines when using the PRIMA logo.

### HOW TO USE THE PRIMA & PRIMA CHAPTER LOGOS

#### *Area of Isolation*

In order to avoid "crowding" of the graphic elements, an area of isolation is required for use of the PRIMA logo. The area must be  $\frac{1}{4}$ " of the width of the logo. The area of isolation cannot be infringed upon by other graphics or text.

### *Size*

The PRIMA logo should not be reduced below a minimum size of 3/8" wide by 5/16" tall.. Text become illegible below that width.

### *Pantone Colors*

The PRIMA logo should be reproduced in color whenever possible. When Pantone colors need to be specified, use Pantone 208 (burgundy) and black. (*The Pantone Matching System is the standard color matching system used by the printing industry.*)

When Pantone colors cannot be specified, use the four-color process equivalents under the Pantone color below. These are also called CMYK equivalents, which refers to Cyan (C), Magenta (M), Yellow (Y) and Black (K).

Pantone 208 (burgundy)

C=0

M=83

Y=34

K=47

### *Printing the PRIMA Logo on a Light Background*

There are only 2 options for presenting the PRIMA logo when printing on a light background: the correct 2-color logo or a 1-color black-only version (example B).

Low resolution RGB (for electronic media) or high-resolution CMYK (for print media) versions of this logo (in color and black and white) are available by contacting PRIMA at [info@primacentral.org](mailto:info@primacentral.org). This is now the preferred logo standard and should be used whenever the PRIMA brand is shown.

Example B:



### *Logo printed on a Dark background*

When the logo is for use on folders, mugs, balloons, or other situations where the object is a dark color the logo art may be printed in **all white**. **Only in this instance can the logo colors vary from the black/burgundy usage.**

### *Improper Use*

The following examples demonstrate some, but not all, improper usages of the PRIMA logo:

- In order to keep the eminence of the logo, do not rotate, redraw, recolor or distort the logo in any way.
- Do not display the PRIMA logo in forms other than those specified in this guide.
- Do not place the logo within text or headlines.
- No tagline is to be used in conjunction with this logo design.
- Do not change the colors of the PRIMA logo except for those instances specified in this document.

**WRONG !**



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**WRONG !**



Questions regarding the use of the PRIMA logo should be directed to:  
**Public Risk Management Association**  
**700 South Washington Street, Suite 218**  
Alexandria, VA 22314  
703.528.7701  
[www.primacentral.org](http://www.primacentral.org)