THE MASTER LOGO
It’s clean. It’s modern. It’s proud. It’s a mark of authority

Primary brand mark

Clear Space
To protect the integrity of the mark, the minimum clear space area should be left around the logo mark is defined by the thickness of the letters
LOGO SIZE

The Logo has been designed to work at many different sizes for a wide range of applications.

The minimum usage is 1.5 inches / 38mm wide
VARIATIONS

Depending on the usage, the MMA logo mark can be used without the “Mobile Marketing Association” text.
PRIMARY COLORS

Depending on the usage, the MMA logo mark can be used without the “Mobile Marketing Association” text.

NOTE: The orange is to only be used as the accent color on the 3rd line of the logo mark. No other usage of orange is allowed.

IMPORTANT NOTE: Due to variations in the production process and materials, all vendors MUST match colors as closely as possible to the PANTONE colors in the guidelines.

BLUE
CMYK: 85 / 50 / 0 / 0  
PMS: 285  
RGB: 0 / 114 / 186  
HEX: #0072BA

ORANGE
CMYK: 0 / 70 / 100 / 0  
PMS: BRIGHT ORANGE C  
RGB: 243 / 112 / 33  
HEX: #f37021

MEDIUM GREY
CMYK: 0 / 0 / 0 / 50  
PMS: COOL GRAY 7  
RGB: 147 / 149 / 152  
HEX: #939598

DARK GREY
CMYK: 0 / 0 / 0 / 80  
PMS: COOL GRAY 10  
RGB: 88 / 89 / 91  
HEX: #58595b

Primary palette
THE MMA PURPOSE
Secondary Colors Aligned to MMA Purpose

Building Capability
Cultivating Inspiration and Innovation
Demonstrating Impact
LOGO IN REVERSE

The logo mark is only to be reversed out in a field of blue.

No other background color is allowed
1-COLOR LOGO

1-color uses of the logo are permitted only if approved colors are used.
LOGO ON PHOTOGRAPHS

The MMA logo is allowed to be used on photographs or complicated backgrounds.

The MMA Logo with the Gray and Orange bars is the only one permitted.
THE MMA ICON

2-COLOR USAGE ON WHITE ONLY

1-COLOR USAGE

2-COLOR USAGE ON BLUE FIELD
MMA ICON
VERTICAL USAGE

3 Lines are to be used in MMA Programs

SM2 INNOVATION

SMoX

FORUM NEW YORK
MMA AROUND THE WORLD

MMA FRANCE

MMA CHINA

MMA SOUTH AFRICA

MMA GERMANY
MMA AROUND THE WORLD

MMA VIETNAM

MMA SPAIN

MMA SPAIN
INCORRECT USES OF LOGO

RANDOM COLORED BACKGROUND ARE NOT PERMITTED.
ONLY APPROVED GUIDE COLORS ARE PERMITTED
Gotham is that rarest of designs, the new typeface that somehow feels familiar. From the lettering that inspired it, Gotham inherited an honest tone that’s assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients enhances these forms’ plainspokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.
BUSINESS CARDS

ALL CARD ARE TO BE PRINTED USING OFFSET PRINTING.
NO DIGITAL PRINTING ALLOWED

SIZE: 3” x 2.5”

PAPER STOCK: DULL COATED

PAPER WEIGHT: 110#/280GSM

COLORS:
Side 1: 4 PANTONE COLORS
  PMS 285
  PMS BRIGHT ORANGE C
  PMS COOL GRAY 7

Side 2: 3 PANTONE COLORS + EXTRA HIT
  PMS COOL GRAY 7
  PMS BRIGHT ORANGE C
  PMS 285
  PMS 285 - EXTRA HIT

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FRONT SIDE

REVERSE SIDE
FORUMS
IDENTITY

FORUM COLOR PALETTE

TEAL
CMYK: 87 / 39 / 36 / 7
PMS: 3145
RGB: 8 / 121 / 141
HEX: #08798d

FORUM NEW YORK
MAY 6-7, 2014 • NEW YORK CITY

FORUM LOGO - 3 VERTICAL LINES - WHITE TYPE ON TEAL BACKGROUND

FORUM SINGAPORE
MAY 22, 2014 • SINGAPORE

FORUM SHANGHAI
JULY 24, 2014 • SHANGHAI

FORUM VIETNAM
OCTOBER 31, 2014 • VIETNAM

FORUM INDIA
AUGUST 2014 • MUMBAI

WORLD WIDE FORUMS
FORUMS
SIGNAGE EXAMPLES 1

48” x 96” ENTRANCE SIGN
- Elegant City photography
- Forum Branding
- 2-Color knock-out MMA Logo

48” x 96” GENERIC SIGNAGE
- Forum Branding
- Standard MMA Logo
FORUMS

SIGNAGE EXAMPLES 2

22” x 28” GENERIC SIGNAGE
- Forum Branding
- Standard MMA Logo
- Gotham Bold Typeface

FORUM NEW YORK
MAY 6-7, 2014 • NEW YORK CITY

INFORMATION HERE

ATTENDEE

FIRST
LASTNAME LASTNAME HERE
Executive Vice President
BIG COMPANY USA

sponsored by

NAME BADGES FRONT
- 3.5” x 5.5”
- Forum Branding
- Standard MMA Logo
- Gotham Bold Typeface
WEBINARS

IDENTITY

WEBINARS

WEBINARS LOGO - 3 VERTICAL LINES - WHITE TYPE ON TEAL BACKGROUND

TEAL
CMYK: 87 / 39 / 36 / 7
PMS: 3145
RGB: 8 / 121 / 141
HEX: #08798d

WEBINARS COLOR PALETTE

PARTNERSHIP PROSPECTUS

COVER DESIGN
- MULTIPLE CITIES IN A GRID PATTERN
SM2 INNOVATION
IDENTITY

SM2 INNOVATION - 3 VERTICAL LINES - WHITE TYPE ON PURPLE BACKGROUND

SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY

COLOR PALETTE

PURPLE
CMYK: 30 / 100 / 0 / 47
PMS: TBD
RGB: 112 / 0 / 86
HEX: #700056
SM2 INNOVATION

SIGNAGE EXAMPLES 1

48” x 96” ENTRANCE SIGN
- Elegant New York City photography
- SM2 INNOVATION Branding
- 2-Color knock-out MMA Logo

48” x 96” GENERIC SIGNAGE
- SM2 INNOVATION Branding
- Standard MMA Logo
SM2 INNOVATION

INFORMATION HERE

SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY

- 22” x 28” GENERIC SIGNAGE
- SM2 INNOVATION Branding
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NAME BADGES FRONT
- 3.5” x 5.5”
- Forum Branding
- Standard MMA Logo
- Gotham Bold Typeface

sponsored by
CEO/CMO SUMMIT

IDENTITY

CEO/CMO SUMMIT - 3 VERTICAL LINES - WHITE TYPE ON PURPLE BACKGROUND

PURPLE
CMYK: 30 / 100 / 0 / 47
PMS: TBD
RGB: 112 / 0 / 86
HEX: #700056

COLOR PALETTE
CANNES FESTIVAL
SMoX

IDENTITY

COLOR PALETTE

RED
CMYK: 15 / 100 / 90 / 10
PMS: 186
RGB: 190 / 30 / 45
HEX: #BE1E2D

3 VERTICAL LINES - WHITE TYPE ON RED BACKGROUND

ROAD SHOW

COVER DESIGN
- MULTIPLE ROAD SHOW PHOTOS IN A GRID PATTERN
COLLATERAL

STANDARD PULL UP BANNERS

VErtical TYPE EXAMPLES

REGISTRATION

HORizontal TYPE EXAMPLES

ASK ME ABOUT
MEMBERSHIP
COLLATERAL

TABLE CLOTHS

NOTE PADS

TABLE CLOTH WITH 3 LINES ON BOTH SIDES OF TABLE

NOTE PAD - WITH 5% GRAY ICON