

UMA Logo Specifications Sheet

ver: 2-2016

This spec sheet is designed to help you use the United Motorcoach Associations (UMA) logo. By ensuring a consistent look UMA can protect it's visual brand, please consult the UMA marketing department for more information on branding and associated appearance issues not covered on this sheet.

UMA Logo Non-intrude and colors



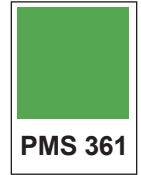
In order for the logo to have consistent space around it the user will take the measurement of the ascender of the "U" and "M" (see white arrow) and apply that measurement uniformly around the exterior as shown (see gray arrows).



The logo may also appear in one color or as black and white art, in such cases the one color should always be the blue shown above (in its appropriate color model) with a percentage for the green being 60% of that model.



The UMA logo may appear without its Title type next to it, when it does, omit the tag line bar and ensure the "R" is visible.



CMYK	90%, 75%, 1%, 0%	73%, 9%, 94%, 0%
RGB	49, 85, 164	76, 169, 80
Hex	#3155A4	#4CA950
B&W	Black	60% Grey

The colors for the logo are shown here, the Blue should always be used as the dominant color. Other color models shown

UMA Typeface

The UMA typeface is the Myriad Pro family of type, please use the "Bold" face when typing the initials **UMA** and its tag line, please use the "Roman" or "Regular" face when typing the full name United Motorcoach Association.

Special Note:

The Light and Black versions of the the font are to be used on the web and signage only, please refrain from using these in printed pieces

Regular

ABCD abcdefg 12345 ?';-+

Italic

ABCD abcdefg 12345 ?';-+

Semibold

ABCD abcdefg 12345 ?';-+

Semibold Italic

ABCD abcdefg 12345 ?';-+

Bold

ABCD abcdefg 12345 ?';-+

Bold Italic

ABCD abcdefg 12345 ?';-+

For more information or for permission to use the logotype

Please contact the UMA offices: 113 South West St, 4th Floor, Alexandria, VA 22314 • phone: 703-838-2929 • email: info@uma.org