

NCMA Brand Style Guide

(Effective as of May 12, 2011)

Why is NCMA developing a Brand Style Guide?

NCMA's graphic identity is an outward expression that represents the organization's personality, culture, and appearance. As the premier national organization representing the contract management profession, NCMA has local, national, and international audiences. Therefore, our logo and related graphics express our commitment to quality while communicating a uniform message to both our internal and external audiences. Our consistent brand and messaging promotes and helps increase professionalism in the contract management profession.

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General Association Identity

The NCMA Graphic Mark and Logo are the collective graphic expression of NCMA's brand identity. As such, they exemplify our vision to identify our members as experts in the contract management profession.

The Brand Style Guide is the key to consistent and authorized usage of NCMA's image and identity in all organizational materials. Through those materials, we communicate our founding principles to all audiences. Through consistent application of these standards over time, NCMA will enjoy worldwide recognition of its historic brand.

What is the NCMA Logo?

NCMA uses two logos:



What does a chapter logo look like?

There are two chapter logos:



What are the proper ways to use the logos?

The logo with the wording over the globe and the various shades of blue can only be on a white background. We do not ever change the colors of the “CM”.



The logo with the globe on the left of NCMA can be used on different colored paper or clothing because the color can be altered.



What are NCMA’s colors?

We use PMS 540. The different shades of the color are different saturation levels of the same color.

Can I change the look or wording on any of the logos?

No, the logos provided to chapters, members, and corporate partners may not be altered in any way. Additionally, the logos may not be recreated by members or chapters. If your logo appears fuzzy or distorted, just let us know so we can help!

Some people in our area do not know the meaning of the acronym NCMA. Can we add National Contract Management Association after the acronym?

Yes, you may opt for a version of the affiliate logo that has both NCMA and the full name.

Can my chapter use a logo other than the logo shown in the Brand Style Guide?

No, chapters are only permitted to use the logo provided by NCMA.

How do I refer to my chapter?

Using the example of XYZ, there are two options: NCMA XYZ or National Contract Management Association of XYZ

Where do I get my chapter logo?

Online, or send a request to chapterrelations@ncmahq.org.

Stationery and Printed Materials

How should I identify my chapter in written communications?

Each chapter should identify itself as NCMA (chapter name) and not just NCMA. NCMA alone refers to the national organization.

Where should I indicate our NCMA Chapter in a newsletter?

The logo should be near the top of the page, if not on the first page. It must be clear to members scanning the first page that the newsletter is coming from your chapter.

Can I print the grayscale version of a chapter logo on colored paper?

Yes, the grayscale logo may be printed on any background.

For chapter signage, do we need to get the sign approved each time we update the sign or just get the template approved?

Chapters do not need to get approval on signage, as long as they are following NCMA Brand Guidelines. However, NCMA HQ is available to help review and provide input to ensure consistency in branding. Please email Chapter Relations at chapterrelations@ncmahq.org for assistance.

How do I get the specifications to print my chapter's stationery set?

NCMA has developed a template for graphic artists and printers to use to print a chapter's stationery set. The stationery set templates include letterhead, envelopes, business cards, and note cards. Here is a sample of the letter head we can provide for you upon request.



Are members permitted to use the NCMA logo on their personal stationery?

Yes, individual members can use the NCMA logo provided by NCMA. However, companies and chapters are not permitted to use the NCMA logo on their company or chapter letterhead, unless the company is indicating they are an education partner or sponsor. NCMA does not endorse companies, and the logo must reflect individual membership.

Website, Email, and Social Media

How often should I update these items?

Your website, email, and social media communication should be current. You should try to have information from within the last month listed on the website and within your email communications. Anything over a month old will begin to look stale.

What colors and fonts can I use in my email communications?

NCMA chapters can use any color and font they choose, but it's generally best to stick with one font throughout the document using something like "Arial" that is generally easy to read. The color black is also easier on the eyes and more professional in appearance than using colorful fonts. We have email mastheads available online for each chapter. Please email Chapter Relations at chapterrelations@ncmahq.org with questions.



Are members permitted to use the NCMA logo on their personal websites?

Yes, individual members can use the NCMA logo provided by NCMA. However, companies and chapters are not permitted to use the NCMA logo on their company or chapter website, unless the company is indicating they are an education partner or sponsor. NCMA does not endorse companies, and the logo must reflect individual membership.

Can I set up a chapter social media site (Facebook, Twitter, etc.)?

Yes, NCMA chapters are free to set up their own social media pages. Chapters must use the chapter logo on the social media page. Chapters must be aware that the page is linked to your personal account. Whoever sets up the chapter site will "own" the social media page. Posts must come from the chapter, and cannot reflect the personal views of the page/site owner.

What sort of messages should I post?

Generally speaking, people visit your social media page for current, relevant content. If the social media page only contains advertising for your events, the members are not as likely to stay engaged. Try to maintain a balance between event promotion and information content.

How frequently should I make updates to my page?

The frequency of postings is equally as important as posting quality content. While you want to provide current information to members, you do not want to overwhelm them. Therefore, it's critical to consider the appropriate number of posts based on the network. With Facebook, maybe once a week to once a month is ok, but Twitter can probably withstand more frequent posts if you have the time.

What if someone makes a negative remark on social media?

Always respond to a negative post to show that the association cares. Respond kindly and respectfully.

NCMA Trinkets

Can NCMA members and chapters sell, distribute, or manufacture NCMA merchandise?

Anyone who wishes to manufacture and distribute/sell NCMA merchandise (including chapters) must receive approval from NCMA, or use the NCMA approved vendors found on the intranet.

Banners/Table Runners

All banners should be made using the specified PMS colors and the chapter logo. Please use the vendor listed on the Intranet if possible—they already have our colors and logo on file, plus you might be able to save on set-up fees.

Need Help?

National Headquarters serves as the central source of information and assistance for all communication purposes, including brand use in publications, printing, media relations, merchandise, etc. For related information, please contact:

NCMA Marketing Department
21740 Beaumeade Circle, Suite 125
Ashburn, VA 20147
Email: marketing@ncmahq.org

Glossary

The following glossary of terms is included so that the reader can understand selected design- and industry-specific terminology. Common questions about terms are below the glossary.

Bleed. A printing image or color field that extends fully to the edge of the page.

Camera-ready art work. Any copy, illustration, photograph, chart, graphs, or tables that has been prepared for printing.

CMYK. Acronym for the four process colors used in printing a “full-color” image: cyan, magenta, yellow, and key (black).

Crop. The portions of a photography or illustration to be reproduced by the printers. Usually indicated by “crop marks” on the original.

Die cut. A print-finishing process that cuts special shapes such as pockets or windows.

Emboss. A relief (raised) image created by stamping the substrate with a female die.

Finish. The surface characteristic of printing paper. Examples include dull, gloss, matte, and vellum.

Flush left/right. Type aligned evenly on the left/right side of the column. Also known as justified left/right.

Four-color process. The method used to replicate full-color (photographic) printing.

Logo. An identifying mark or symbol together with an organizational name in a specified typography. Also known as a signature.

Logotype. A name (National Contract Management Association) designed in a graphically unique type arrangement.

Pantone (PMS). The Pantone Matching System. A proprietary color identification system employing a unique numerical identification of colors, used worldwide by graphic designers and printers to communicate color information.

RGB. Acronym for the additive primary colors—red, green, and blue—used to create images on a computer screen. RGB formulations are only used when light (white) is part of the viewing environment. RGB color formulations cannot be used for conventional printing.

Typeface. A particular style of letter form and alphabet, usually identified by a name given by the designer.

What is the difference between JPEG and EPS for the logos?

EPS is a high resolution Adobe graphic file format typically used by graphic artists and printers. EPS files can be opened with graphic programs such as Adobe Illustrator, Photoshop, Quark, and InDesign.

JPEG is a standardized image compression format developed by the Joint Photographic Experts Group. Compressed files are lower in resolution and size, so they are best used for insertion into Word or PDF documents and in web pages. This is the format most commonly seen when saving pictures and can be opened by most computers.