



CMCA® LOGO GENERAL USAGE GUIDELINES

Managers that have earned the CMCA (Certified Manager of Community Associations®) certification and are currently in good standing with the National Board of Certification for Community Association Managers (NBC-CAM) have the right to use the approved CMCA logo.

There are three approved configurations of the CMCA logo. Each must always be treated as a single entity, should not be altered in any way, and should not be recreated.

Those managers who have earned the CMCA certification should always use the initials "CMCA" following their name (e.g., *Jane R. Thomas, CMCA®*). This is an ideal way to state the achievement in proposals, letters, business cards, bylines, and other circumstances when space does not permit the use of any of the logo iterations. The registered (®) symbol should be used **only with the first instance** the CMCA initials and the fully-spelled title "Certified Manager of Community Associations" appear in any publication. It is not necessary to use the symbol with subsequent appearances within the same publication.

SIZE

The initials-only version of the logo should not appear smaller than .75" wide. The version that includes "Certified Manager of Community Associations" (without tagline) should not appear smaller than 1.25" wide. The full-blown logo (with name and tagline) should not appear smaller than 1.5" wide. None of the logo versions should appear larger than 2.75" wide on an 8.5" x 11" page.

COLOR

The logo should always appear in one color only. Approved color applications include all black, all PMS 3015, or all white reversed out of a dark background. Do not place the logo within a box.

ELECTRONIC FILES

Two file formats are provided for your use. Select a file format according to the application program you are using.

■ **EPS file:** Use this file when sending your document to a commercial printer or importing into a page layout application such as QuarkXPress or PageMaker. The logo may look fuzzy in preview, but it will print at a high quality resolution when sent to a commercial printer or printed to a postscript office printer.

■ **TIF file:** Use this file when placing into a word processing application such as Microsoft Word or Excel. Do not enlarge more than 125% or reduce less than 50% for best quality of resolution.

DIRECTIONS FOR PLACING LOGO IN MICROSOFT APPLICATIONS:

1. Save digital files to a place on your hard drive. 2. Open a document. 3. Choose Insert > Picture > From File 4. Locate and select one of the files from above and then click "Insert."

If you want to change the size of the file, simply select one of the **corner handles** on the graphic while holding your shift key (to maintain appropriate proportions) and drag it to a smaller or larger image.

USING THE LOGO ON YOUR WEBSITE

Make it easy for your website visitors to access an abundance of information about the CMCA certification and the National Board of Certification for Community Association Managers by

including a logo link to NBC-CAM's website on your own website. For web-ready logos and detailed instructions on how to include the links on your website, visit www.nbccam.org.

QUESTIONS?

For membership status or authority to use the CMCA logo, contact NBC-CAM at (703) 836-6902.

The CMCA logo is the property of the National Board of Certification for Community Association Managers (NBC-CAM) and has copyright protection through the U.S. Patent and Trademark Office. Any infringement of the instructions contained herein regarding the use of the logo, print specifications, size, etc., may result in legal action and/or suspension of the CMCA certification.



Logo with initials only



Logo with name



Logo with name and tagline