

Handbell Musicians of America

Logo Usage Policy

This policy governs the use of the Handbell Musicians of America (The Guild) logo for written and electronic communications, publications, and promotion. The following standards serve to preserve the simplicity, elegance and integrity of the artwork as well as the organization for which the logo is the identifying symbol.

Appropriate Use of Logo

The logo may be used on area websites, stationery, Guild-sponsored and endorsed event literature and giveaways, and Guild promotional items.

Members may use the appropriate Member Logo to indicate their membership in the Guild in their own publications, including newsletters, websites, and concert programs. When used on a website, the logo must be linked to www.handbellmusicians.org.

Use of Color

Three color variations are available for specific purposes: a solid logo, for use with black or single color printing. A two-color version for black plus one spot color (PMS 722), and a full-color version for special publications and websites.



Handbell Musicians
O F A M E R I C A

MONOCHROME: For single color printing



Handbell Musicians
O F A M E R I C A

TWO-COLOR: For two-color printing in black plus PMS 722



Handbell Musicians
O F A M E R I C A

FULL COLOR: For 4-color printing or web



Handbell Musicians
O F A M E R I C A

MEMBER: For indicating your membership in the organization



ALTERNATE LOGO: For use when the layout does not permit the use of the vertical logos

Orientation and Placement

The text and the graphic portion of the logo are one. They must be used together.

The logo must be positioned with enough clear space on all sides, so that it stands apart from other text and graphic elements on the page and does not appear crowded.

CORRECT:



INCORRECT:



The logo must be used in its original orientation and aspect ratio. It must not be rotated, skewed, stretched, or otherwise distorted.

CORRECT:



INCORRECT:



Restrictions

- The logo may not be revised or altered in any way (except by the national office for special applications)
- No portion of the logo may be used in the creation of a derivative logo or artwork (except by the national office for special applications)
- The logo may not be used in any manner which indicates or implies approval or endorsement by the Guild of any product, publication, event, or person (except in the case of Guild-endorsed or sponsored events)
- The logo may not be used on an advertisement or product literature (except in the case of Guild-endorsed or sponsored events)
- The logo may not be used in anyway which suggests that a person or organization is affiliated with the Guild in any way other than membership
- The Guild reserves the right to require its logo to be removed from any location or item which it feels does not comply with this policy or which at its sole discretion could discredit the organization