

RETAIL MERCHANTS ASSOCIATION LOGO USE STANDARDS



TWO-COLOR PRINT PRODUCTION SPECIFICATIONS:

The preferred two-color print colors are PMS #877 metallic silver and PMS #287 blue

NOTE: If metallic silver PMS #877 is not possible, for example four-color process printing such as magazine ads, print to match PMS #429



This portion of the logo prints PMS #877 metallic silver

This portion of the logo prints PMS #287 blue

ONE-COLOR PRINT PRODUCTION SPECIFICATIONS:

When printing the logo for a one-color application any of the following treatments are acceptable standards:



BLACK LOGO:

For applications where black is the only option such as xerox copies and newspaper ads.



WHITE LOGO (REVERSE PRINTING):

For applications where logo must print on a dark background or over a photograph.



BLUE LOGO: PMS #287 BLUE

For applications where logo prints in one color.



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