

**GUIDELINES FOR USE OF  
ENGINE MANUFACTURERS ASSOCIATION LOGO**

The Engine Manufacturers Association (EMA) Name, Graphic and Logo (Graphic plus Name) (collectively, “Trademarks”) may only be used in direct connection with and to identify EMA, its members and its involvement with projects and programs, subject to the conditions described below. The EMA Trademarks may not be used by members or others to imply endorsement, sponsorship or approval of members’ or others’ products, services, positions, or ventures.

**Prior Approval**

All use of the EMA Trademarks must be reviewed and expressly approved by a member of EMA Staff, PRIOR to final production and distribution. Any other use is strictly prohibited. For review, please contact Muriel Walter ([mwalter@emamail.org](mailto:mwalter@emamail.org)) or call 312.827.8735, and provide your color key proof, laser proof (if one-color art), PDF file or URL of your final artwork and allow a minimum of 48 hours (two business days) for approval. When using the EMA Trademarks, please be mindful of legibility, space and color. You may only reproduce the Trademarks in accordance with the following requirements.

**Appropriate Use**

You may not combine the Trademarks with any other feature including, but not limited to, other logos, words, graphics, photos, slogans, headlines, numbers, design features, or symbols without express authorization from EMA. You may not alter the shape or color of the Logo or the Graphic in any way. Do not try to recreate the EMA Logo, Graphic or Name from scratch. The Logo consists of the EMA Graphic and the Name “Engine Manufacturers Association” to the right in three successive lines of text. The EMA Graphic and Name also may be used alone. The EMA Graphic and Name are registered trademarks of the Engine Manufacturers Association. The “®” designation must always appear adjacent to the Trademarks in the following manner:



**FIG. 1** Example of the EMA Logo



**FIG. 2** Example of the EMA Graphic

**Engine  
Manufacturers  
Association®**

**FIG. 3** Example of the Engine Manufacturers Association Name

### **Graphic Size**

To ensure legibility, the Graphic and the Name, including when they are used as part of the Logo, should never be reproduced in a size smaller than 1.5 inches wide

### **Color – For Print**

The EMA Logo and Graphic may only be reproduced for print in the designated custom color and/or black and white. The custom PMS color for the graphic portion of the EMA Logo and for the Graphic is royal blue PMS 2935. The color for the text portion of the EMA Logo and for the Name is black. If the PMS color is not available for the type of print in which the logo is being reproduced, a comparable color may be used after approval from EMA headquarters.

### **Clear Space**

A minimum amount of empty space has been established around the perimeter Logo, Graphic and the Name to ensure that each appears in a clear visual field. No other object such as type, photography, border, edges, etc. may appear in the empty space. The minimum required border (margin) of empty space around the Logo, Graphic and the Name must be  $\frac{1}{3}x$ , where x equals the width of the Logo, Graphic or Name.

### **Trademark Placement**

Since it would be virtually impossible to address all of the applications in which the EMA Trademarks could be incorporated, the following are broad guidelines to assist in placing the logo. When the Trademarks appear on the front of a collateral piece and hold a relatively strong presence, the preferred placement is in the top left hand corner. When the Trademarks appear on the back of a collateral piece and appear as more of a sign-off, the preferred placement is the bottom center.

### **Background Colors**

Preferred background color for collateral pieces is white.

When using the EMA Trademarks be mindful of legibility, space and color. Do not place the Trademarks on colored or patterned backgrounds that impair the readability of the marks. The preferred color backgrounds for the EMA Trademarks are white and black.

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