



2014 VISUAL IDENTITY GUIDE

THE MASTER LOGO

It's clean. It's modern. It's proud. It's a mark of authority



Primary brand mark



Clear Space

To protect the integrity of the mark, the minimum clear space area should be left around the logo mark is defined by the thickness of the letters

LOGO SIZE

The Logo has been designed to work at many different sizes for a wide range of applications.

The minimum usage is
1.5 inches / 38mm wide



1.5 inches / 38mm wide minimum

VARIATIONS

Depending on the usage, the MMA logo mark can be used without the “Mobile Marketing Association” text.



Primary brand mark



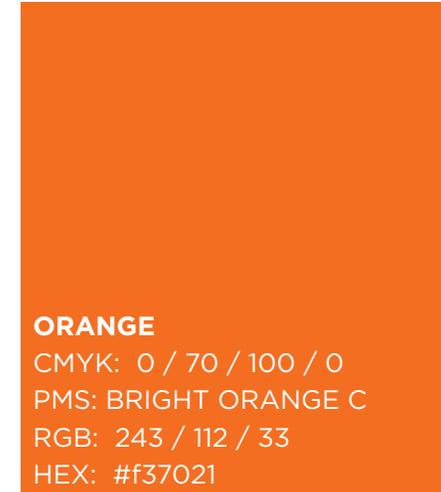
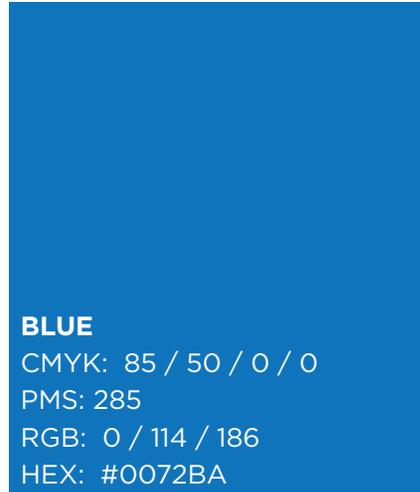
Primary brand mark

PRIMARY COLORS

Depending on the usage, the MMA logo mark can be used without the “Mobile Marketing Association” text.

NOTE: The orange is to only be used as the accent color on the 3rd line of the logo mark. No other usage of orange is allowed.

IMPORTANT NOTE: Due to variations in the production process and materials, all vendors **MUST** match colors as closely as possible to the PANTONE colors in the guidelines.



Primary palette

THE MMA PURPOSE

Secondary Colors Aligned to MMA Purpose

Building Capability

Cultivating Inspiration and Innovation

Demonstrating Impact

LOGO IN REVERSE

The logo mark is only to be reversed out in a field of blue.

No other background color is allowed



1-COLOR LOGO

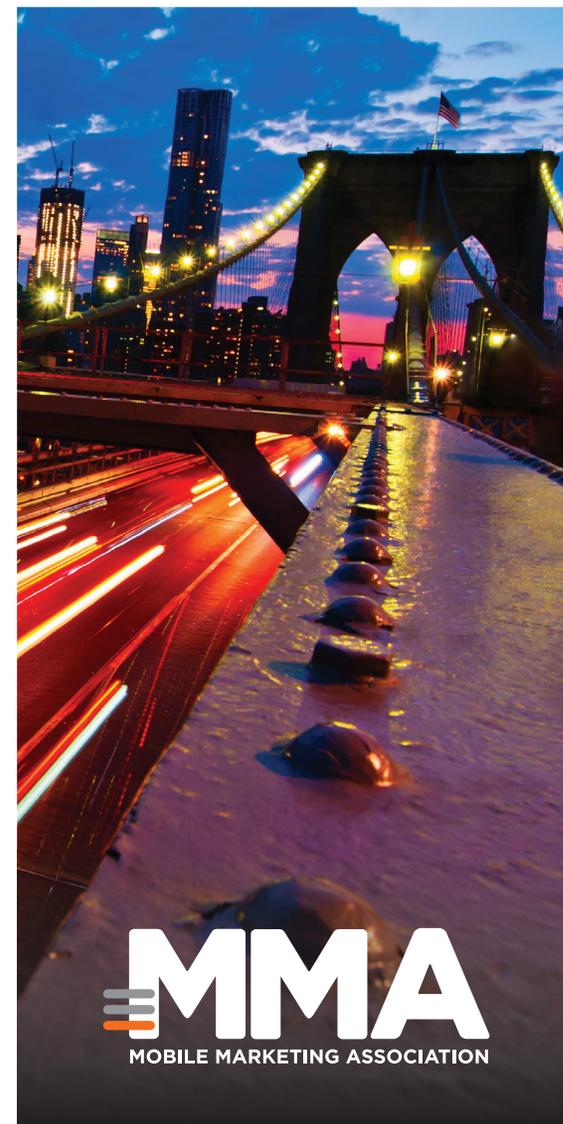
1-color uses of the logo are permitted only if approved colors are used



LOGO ON PHOTOGRAPHS

The MMA logo is allowed to be used on photographs or complicated backgrounds

The MMA Logo with the Gray and Orange bars is the only one permitted.



THE MMA ICON



2-COLOR USAGE ON WHITE ONLY



2-COLOR USAGE ON BLUE FIELD



1-COLOR USAGE

MMA ICON VERTICAL USAGE

3 Lines are to be used in
MMA Programs

The logo for SM2 INNOVATION features three vertical bars of varying heights (grey, orange, grey) to the left of the text. The text "SM2 INNOVATION" is in a bold, white, sans-serif font, set against a dark purple rectangular background.

||| SM2 INNOVATION

The logo for SMoX features three vertical bars of varying heights (grey, orange, grey) to the left of the text. The text "SMoX" is in a bold, white, sans-serif font, set against a red rectangular background.

||| SMoX

The logo for FORUM NEW YORK features three vertical bars of varying heights (grey, orange, grey) to the left of the text. The text "FORUM NEW YORK" is in a bold, white, sans-serif font, set against a teal rectangular background.

||| FORUM NEW YORK

**MMA AROUND
THE WORLD**



MMA FRANCE



MMA CHINA



MMA SOUTH AFRICA



MMA GERMANY

**MMA AROUND
THE WORLD**



MMA VIETNAM



MMA SPAIN



INCORRECT USES OF LOGO



LOGO ON ANGLES AND VERTICALS NOT PERMITTED



RANDOM COLORED BACKGROUNDS ARE NOT PERMITTED.
ONLY APPROVED GUIDE COLORS ARE PERMITTED

OUR FONT GOTHAM

Gotham is that rarest of designs, the new typeface that somehow feels familiar. From the lettering that inspired it, Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients enhances these forms' plainspokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family.

GOTHAM BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ \$ & * ! # /

GOTHAM BLACK FOR HEADLINES & SIGNAGE STANDARD +30 KEARNING

GOTHAM BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ \$ & * ! # /

GOTHAM BOLD FOR EMPHASIS IN SUBHEADINGS AND BODY COPY STANDARD +30 KEARNING

GOTHAM BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 @ \$ & * ! # /

GOTHAM BOOK FOR BODY AND PARAGRAPH COPY STANDARD +30 KEARNING

POWERPOINT

Corporate



GOTHAM BLACK HEADLINE GOES HERE

GOTHAM MEDIUM INFO HERE

MMA
MOBILE MARKETING ASSOCIATION

TITLE SLIDE

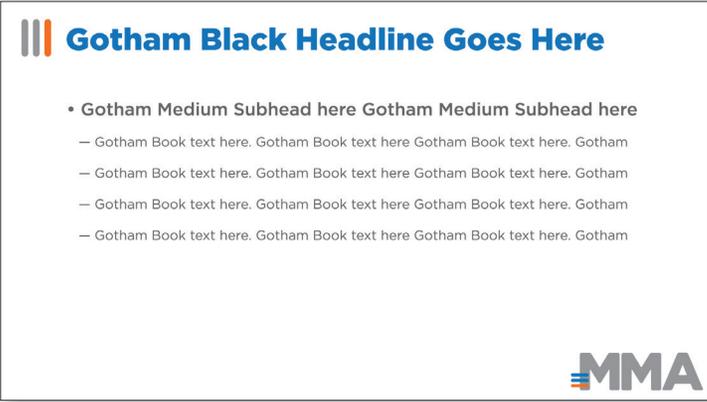


Gotham Headline Goes Here & Here & Here

- **Gotham Medium Subhead here Gotham Medium Subhead**
 - Gotham Book text here. Gotham Book text here Gotham Book text here.
 - Gotham Book text here. Gotham Book text here Gotham Book text here.
 - Gotham Book text here. Gotham Book text here Gotham Book text here.
 - Gotham Book text here. Gotham Book text here Gotham Book text here.
 - Gotham Book text here. Gotham Book text here Gotham Book text here.
 - Gotham Book text here. Gotham Book text here Gotham Book text here.

MMA

INTERNAL SLIDE



Gotham Black Headline Goes Here

- **Gotham Medium Subhead here Gotham Medium Subhead here**
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham

MMA

INTERNAL SLIDE

POWERPOINT

Event Slides



Three horizontal lines in the top left corner.

GOTHAM BLACK HEADLINE GOES HERE

GOTHAM MEDIUM INFO HERE



MMA
MOBILE MARKETING ASSOCIATION

EVENT TITLE SLIDE



FORUM NEW YORK
MAY 7-9, 2014 • NEW YORK CITY

Gotham Black Headline Goes Here

- Gotham Medium Subhead here Gotham Medium Subhead here
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham
 - Gotham Book text here. Gotham Book text here Gotham Book text here. Gotham



MMA

EVENT INTERNAL SLIDE



FORUM NEW YORK
MAY 7-9, 2014 • NEW YORK CITY



SPEAKER NAME
Speaker Title Speaker Company



MMA
MOBILE MARKETING ASSOCIATION

EVENT SPEAKER SLIDE

BUSINESS CARDS

ALL CARD ARE TO BE PRINTED USING
OFFSET PRINTING.
NO DIGITAL PRINTING ALLOWED

SIZE: 3" x 2.5"

PAPER STOCK: DULL COATED

PAPER WEIGHT: 110#/280GSM

COLORS:

Side 1: 4 PANTONE COLORS

PMS 285

PMS BRIGHT ORANGE C

PMS COOL GRAY 7

Side 2: 3 PANTONE COLORS + EXTRA HIT

PMS COOL GRAY 7

PMS BRIGHT ORANGE C

PMS 285

PMS 285 - EXTRA HIT



FRONT SIDE



REVERSE SIDE

FORUMS

IDENTITY

 **FORUM NEW YORK**
MAY 6-7, 2014 • NEW YORK CITY

FORUM LOGO - 3 VERTICAL LINES - WHITE TYPE ON TEAL BACKGROUND

TEAL

CMYK: 87 / 39 / 36 / 7

PMS: 3145

RGB: 8 / 121 / 141

HEX: #08798d

FORUM COLOR PALETTE

 **FORUM SINGAPORE**
MAY 22, 2014 • SINGAPORE

 **FORUM SHANGHAI**
JULY 24, 2014 • SHANGHAI

 **FORUM VIETNAM**
OCTOBER 31, 2014 • VIETNAM

 **FORUM INDIA**
AUGUST 2014 • MUMBAI

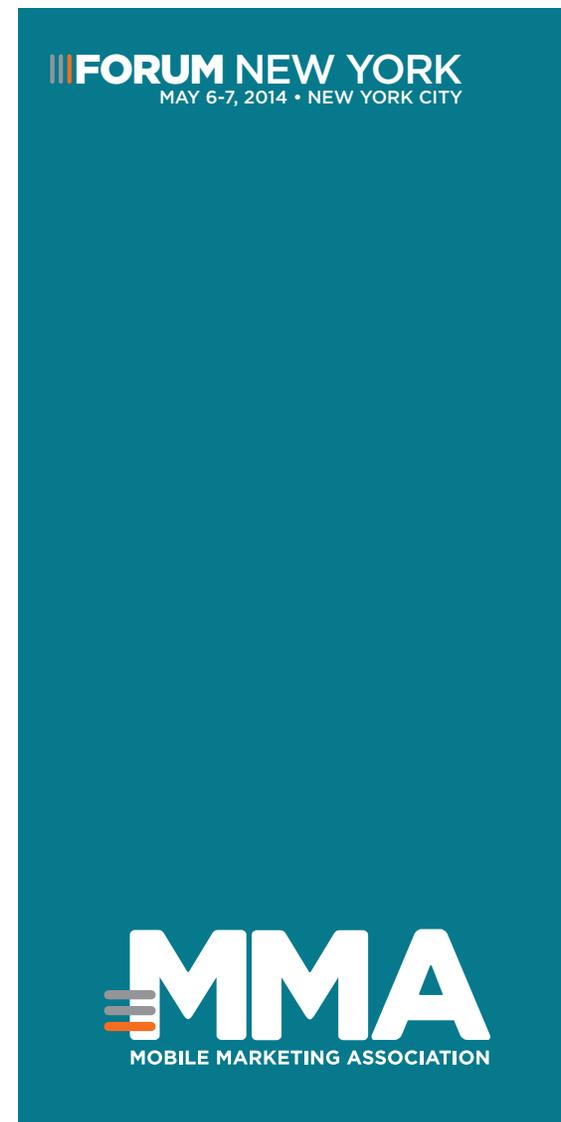
WORLD WIDE FORUMS

FORUMS

SIGNAGE EXAMPLES 1



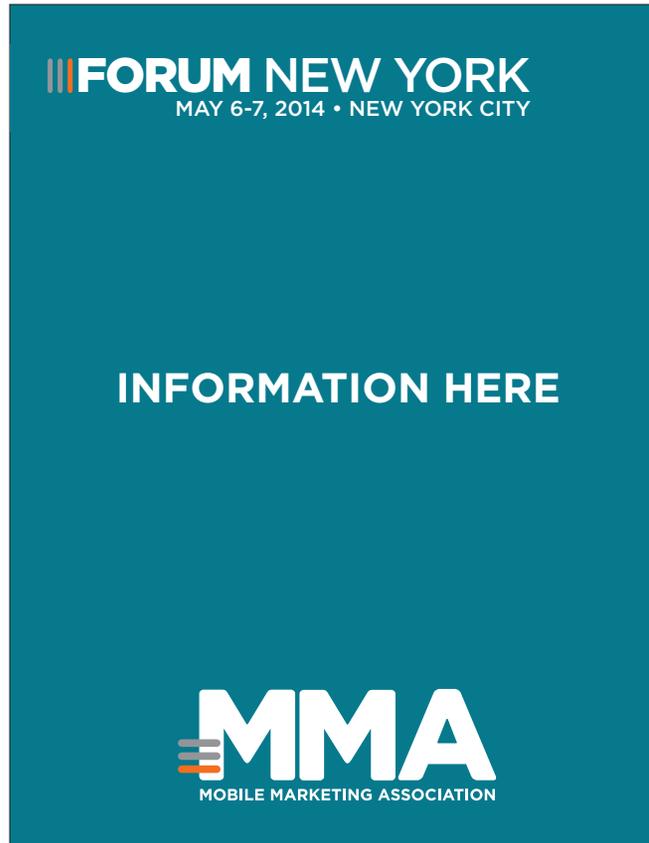
- 48" x 96" ENTRANCE SIGN
- Elegant City photography
 - Forum Branding
 - 2-Color knock-out MMA Logo



- 48" x 96" GENERIC SIGNAGE
- Forum Branding
 - Standard MMA Logo

FORUMS

SIGNAGE EXAMPLES 2



22" x 28" GENERIC SIGNAGE

- Forum Branding
- Standard MMA Logo
- Gotham Bold Typeface



NAME BADGES FRONT

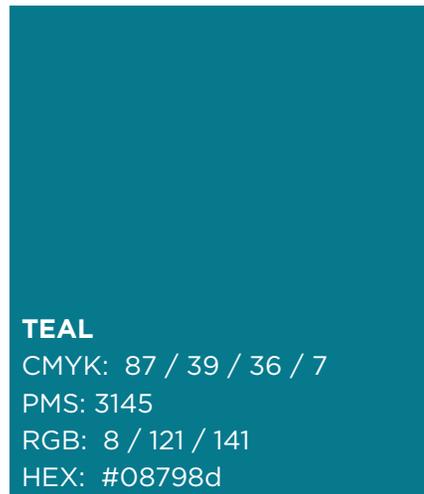
- 3.5" x 5.5"
- Forum Branding
- Standard MMA Logo
- Gotham Bold Typeface

WEBINARS

IDENTITY



WEBINARS LOGO - 3 VERTICAL LINES - WHITE TYPE ON TEAL BACKGROUND



WEBINARS COLOR PALETTE



COVER DESIGN
- MULTIPLE CITIES IN A GRID PATTERN

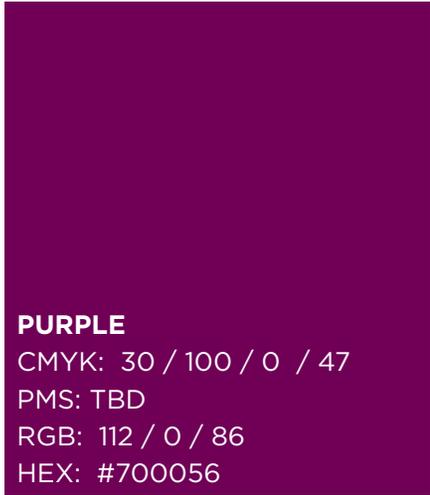
SM2 INNOVATION

IDENTITY



SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY

SM2 INNOVATION - 3 VERTICAL LINES - WHITE TYPE ON PURPLE BACKGROUND



PURPLE

CMYK: 30 / 100 / 0 / 47

PMS: TBD

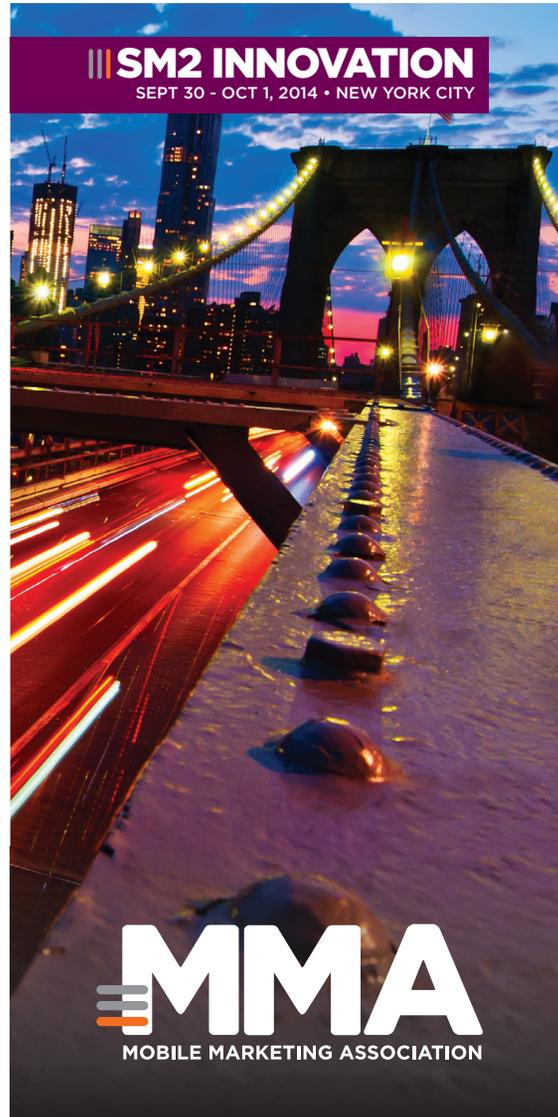
RGB: 112 / 0 / 86

HEX: #700056

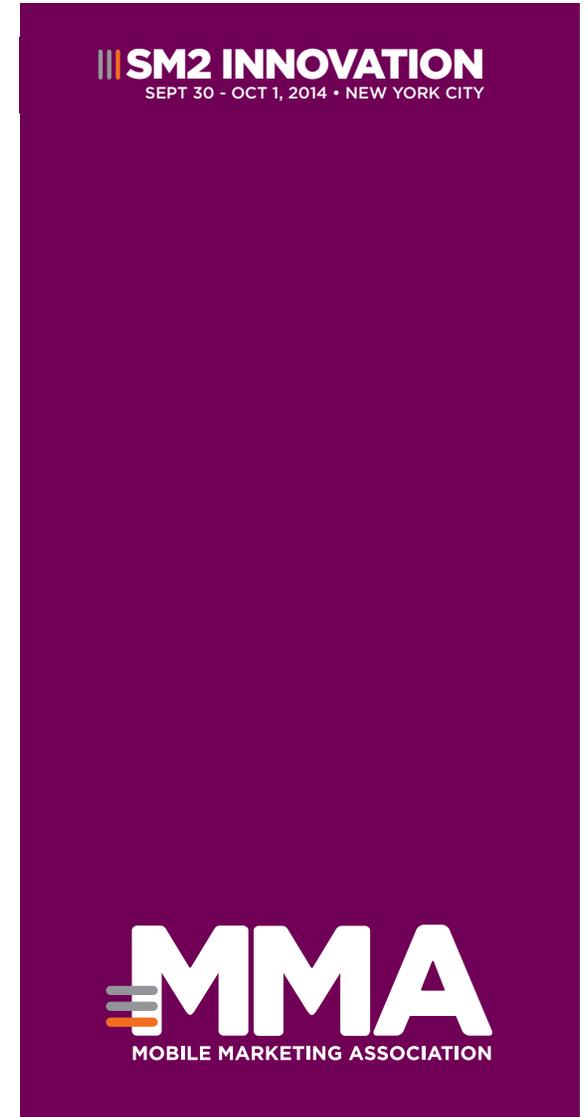
COLOR PALETTE

SM2 INNOVATION

SIGNAGE EXAMPLES 1



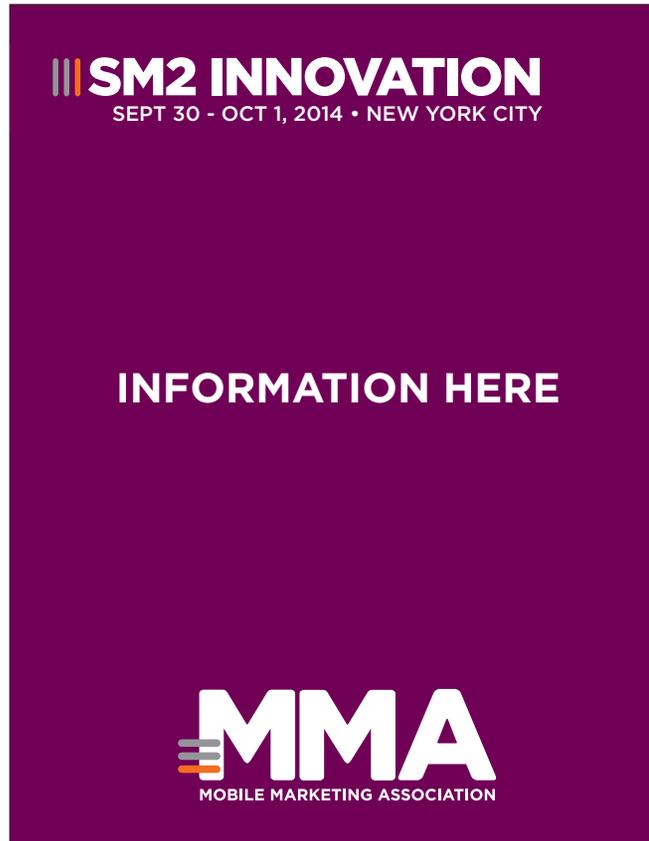
- 48" x 96" ENTRANCE SIGN
- Elegant New York City photography
 - SM2 INNOVATION Branding
 - 2-Color knock-out MMA Logo



- 48" x 96" GENERIC SIGNAGE
- SM2 INNOVATION Branding
 - Standard MMA Logo

SM2 INNOVATION

SIGNAGE EXAMPLES 2



- 22" x 28" GENERIC SIGNAGE
- SM2 INNOVATION Branding
 - Standard MMA Logo
 - Gotham Bold Typeface



- NAME BADGES FRONT
- 3.5" x 5.5"
 - Forum Branding
 - Standard MMA Logo
 - Gotham Bold Typeface

CEO/CMO SUMMIT

IDENTITY

||| CEO/CMO SUMMIT
JULY 13 - 15, 2014 • HILTON HEAD, SC

CEO/CMO SUMMIT - 3 VERTICAL LINES - WHITE TYPE ON PURPLE BACKGROUND

PURPLE

CMYK: 30 / 100 / 0 / 47

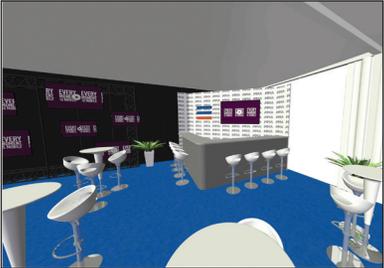
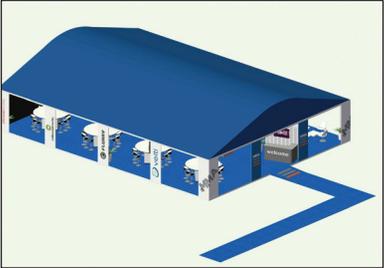
PMS: TBD

RGB: 112 / 0 / 86

HEX: #700056

COLOR PALETTE

CANNES FESTIVAL



SMoX

IDENTITY



3 VERTICAL LINES - WHITE TYPE ON RED BACKGROUND

RED

CMYK: 15 / 100 / 90 / 10

PMS: 186

RGB: 190 / 30 / 45

HEX: #BE1E2D

COLOR PALETTE



COVER DESIGN

- MULTIPLE ROAD SHOW PHOTOS IN A GRID PATTERN

COLLATERAL

STANDARD PULL UP BANNERS



VERTICAL TYPE EXAMPLES



HORIZONTAL TYPE EXAMPLES

COLLATERAL

TABLE CLOTHS

NOTE PADS



TABLE CLOTH WITH 3 LINES ON BOTH SIDES OF TABLE



NOTE PAD - WITH 5% GRAY ICON