WHMA LOGO USAGE GUIDELINES

The WHMA logo is our graphic face to the world and identifies our brand to the consumer. This page outlines the proper use of our logos.

Our logos are our unifying corporate symbol and these criteria **MUST** always be followed:

1. Our logo is to only be produced in our corporate colors: **Red** (PMS 485) & **Black**.
2. **DO NOT** redraw or distort the logo or tagline.
3. **DO NOT** alter the relationship between the logo elements.
4. **ONLY** reproduce the logo and tagline from approved digital files.

All **WHMA** logos must be properly "staged" or positioned in all applications. A clear area must be maintained on **ALL** sides of the logo. There is no minimum or maximum size restriction for use.

➢ The illustrator (.ai) file is **BEST** for printing.
➢ The .png file is **BEST** for using in Microsoft Office products like Word.
➢ The .gif is **BEST** for the web. The .jpeg and .png files can also be used for web.