



**ASPHALT ROOFING**  
**MANUFACTURERS ASSOCIATION**

BRAND IDENTITY GUIDELINES



ARMA is a trade association representing the majority of North America's asphalt roofing manufacturing companies, plus their raw material suppliers. The association includes almost 95 percent of the nation's manufacturers of bituminous-based roofing products.



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## THE LOGO

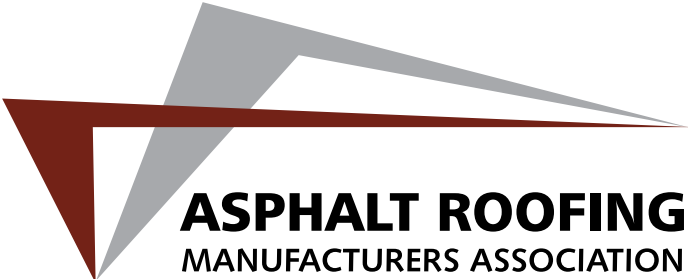
Low slope/RESIDENTIAL Illusion

Colored element evokes a low-slope roofline while creating the illusion of a 3D shadow being cast in the shape of a residential roofline.

Bold font symbolizes the strong, central presence of ARMA within the industry.



# LOGO VARIATIONS



Standard Use

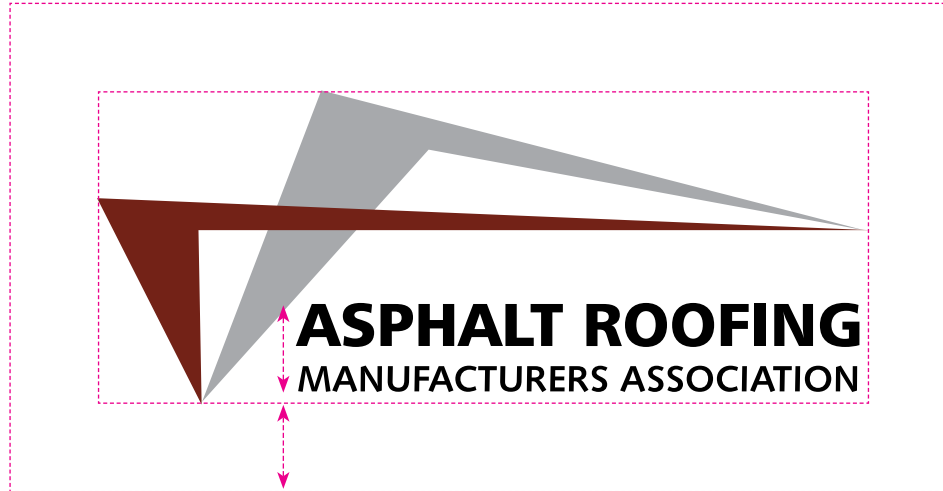


Black and White

## MINIMUM SPACE AROUND THE LOGO

The logo should always be placed in a prominent position, so it appears clearly and distinctly. The logo should appear on all campaign materials, both printed and electronic. Around the logo there should always be enough space to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the ARMA logo and must not be altered.

The minimum space around the logo should at least be equivalent to the height of the “logo type” see illustration. If possible more space could be allowed.

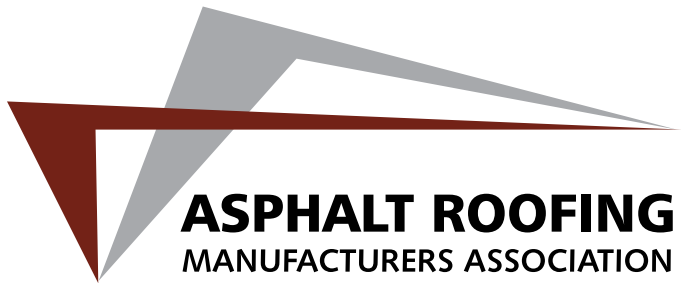


Clearance around the logo should be greater than or equal to the height of the logo type

## INCORRECT USE OF THE LOGO

Always use approved artwork. Whenever possible, use the EPS file format for best results.

For your guidance, some typical examples of incorrect use of the ARMA logo are illustrated here. They contain errors in the letterforms, colors and formats.



Correct Use

Do not change the color of the icon or the type

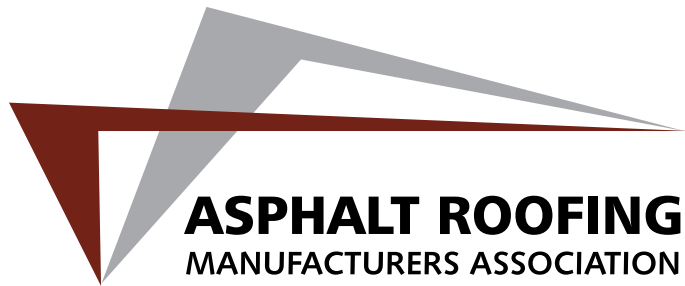


Do not change the style of the icon



Do not change the typeface of the logo type.





## APPROVED COLORS

Colors are important to our visual identity. The colors are specified as pantone or cmyk for printing and can easily be translated to web and social media.

Primary Color



**PANTONE 202 C** Provisional  
**C=32 M=92 Y=96 K=43**  
**R=115 G=34 B=23**  
**Web # 732017**

Secondary Colors



**PANTONE Process Black C**  
**C=0 M=0 Y=0 K=100**  
**R=35 G=31 B=32**  
**Web # 231f20**



**40% PANTONE Process Black C**  
**C=0 M=0 Y=0 K=40**  
**R=167 G=169 B=172**  
**Web # a7a9ac**



**LOGO FONTS**



**Humanist 777 Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456789

**Humanist 531 Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 123456789