In this manual

1 Logo

2 Lock-up

3 Color

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5 Imagery

6 Application

7 Help
Our identity is not just a logo. It is a unique design system composed of a number of elements that come together to form a cohesive brand.

This document was created to guide and assist you in the development of the NTMA brand.
1 Logo

Logo Introduction [pp. 8/9]

Logo Color [pp. 10/13]

Protecting the Logo [pp. 14/15]
The **logo** is the most visible component of our identity. It serves as the key signature across all NTMA communications. This is the official mark of NTMA. It stands for professionalism, precision, and heritage.

The primary lock-ups of the logo are shown. Use these versions by default. Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently.
The logo color is always blue and white. Optimum definition is achieved in the full-color version with a gradient and dimensional detailing.
The logo also functions in one color for applications where this might be essential. NTMA uses Pantone 294 coated and uncoated for its shade of blue.

The logo should always appear legibly on a clear background. In the case that it is reversed, the logo should appear solid white. In the one-color version, the type is hollow, so be sure to maintain readability.

The logo may also appear in black and white or grayscale when necessary.
To protect the clarity and visual integrity of the logo, it has an exclusion zone. The logo should always appear legibly on a clear background.

Special exceptions can be considered. Please contact www.matchstic.com for help.
2 Lock-up

Lock-up
Introduction
[pp. 18/19]

Logo
Lock-up
[pp. 20/21]

Grid
[pp. 22/23]

Affiliate
Lock-up
[pp. 24/25]

Chapter
Lock-up
[pp. 26/27]

Initiative
Lock-up
[pp. 28/33]

Misuse
[pp. 34/35]
Other essential elements often accompany the logo. The relationship between these elements and the logo is called the lock-up. It provides the means for consistent presentation across all media.

The lock-up is a fixed relationship that should not change.
NTMA collateral may require the use of a **logo** with a tagline or descriptor included.

Only use these approved lock-ups for taglines or full-name descriptors.
The use of a grid system helps to maintain a consistent visual identity for the NTMA brand. It creates commonality across all formats and applications.

NTMA usually uses a six column grid to organize information. The logo should be anchored to one side of the page and bleed off the edge.
Affiliate of NTMA can use a special version of the logo to show their support. These affiliate badges are not to be altered. They may be used in conjunction with another brand.

When pairing an NTMA affiliate badge with another brand, ensure proper spacing by adhering to the guidelines regarding the logo exclusion zone.
NTMA Chapters have their own special lock-up with the parent logo. All elements are set on a specific grid, and expands to accommodate as much content as necessary.

The chapter logo colors are the NTMA blue and a gray for the chapter text.

294 C / 294 U
C100 M 58 Y0 K21
R0 G85 B150
#005596

424 C / 425 U
C0 M 0 Y0 K65
R119 G120 B123
#77787B
NTMA Initiatives have their own special lock-up with the parent logo and use a pre-determined color palette.

Use the approved grid for NTMA Initiative lock-ups. Only use approved colors.
Some Initiative lock-ups have already been created. Always use the assigned color.

When creating a new Initiative lock-up, choose an unused color from the palette.

Approved Initiative colors are on the next page.
Always protect the integrity of the logo. This includes typography, supporting lock-ups, and color.

Do not:
A. Use unapproved layouts
B. Use unapproved colors
C. Change aspect ratio (stretch or compress)
D. Add elements inside exclusion zone
E. Use unapproved fonts
F. Alter elements
3
Color

Primary Palette
[pp. 38/39]

Initiative Palette
[pp. 40/41]
The NTMA identity is always blue. It can sometimes be accompanied by red or gray supporting elements.
These colors are used for NTMA Initiatives.

For more on Initiative guidelines refer to pp. 28–31.
4 Type

Primary Typeface [pp. 44/45]

Secondary Typeface [pp. 46/49]

Type Specimens [pp. 50/59]

Type Hierarchy [pp. 60/61]
The primary NTMA typeface is Trade Gothic. It is the foundation for all NTMA branding. Clean, utilitarian and legible, it is available in a variety of weights for flexibility.

The primary weight of Trade Gothic that NTMA uses is Bold Condensed No. 20.

NTMA uses a version of Trade Gothic from Linotype. The Trade Gothic Std font family can be purchased from www.linotype.com.
ORATOR

DAM FACEATUR? MUS. COMNIS ET INCIT EXPLITAT FACIDEM VOLUPTAT. BUS UTENT PERA DOLUPTA TEMPOR MOLOREIUS UT REPERIORRO VOLUPTAS CUM AM IM NECAECTUR? QUI NONSEQUATEM RATUR SINUM REPTATUR SITATATEMPOS QUAM, IPIT PLAUT RATEM FUGIA IUSAM, NET, VELEET HILLATUR? UT DUCIIS AUTEM ESTIIS ENIENT.
A secondary NTMA typeface is **Orator**. It compliments Trade Gothic and is used in instances such as subheadlines, captions, and supporting text. Orator is not to be used to set large amounts of body copy.

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**Orator** is set in all uppercase.

Orator is pre-installed on most operating systems, but can also be purchased from the Linotype website — [www.linotype.com](http://www.linotype.com).
Plantin

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Another secondary NTMA typeface is **Plantin**. It is only used when setting large amounts of body copy, such as in The Record newsletter.

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NTMA uses a version of Plantin from Linotype. The Plantin Std font family can be purchased from [www.linotype.com](http://www.linotype.com).
TRADE GOTHIC BOLD NO. 2

TRADE GOTHIC BOLD NO. 2 OBLIQUE
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<th>Specimens</th>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
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ORATOR

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When a variety of type faces and sizes are used, create strong contrast to ensure readability and consistency.

These examples serve as a general guide. Treat each job uniquely.
5 Imagery

Brand Attributes [pp. 64/65]

Photography Style [pp. 66/67]

Photography Layout [pp. 68/69]
Leader
Relevant
Valuable
Visionary
Loyal
Comprehensive
Enjoyable
Reliable
The pictures for NTMA are expressive and real. They are optimistic and representative of the industry. Never use stock photography.

Our Brand Attributes should be conveyed through imagery to enforce the proper tone and voice of NTMA.
Pictures should show the positive qualities of our industry—the people and personalities, hard work, professionalism, and enthusiasm—in a manner that is clear and honest.

Photography should have good contrast and color. It can be analog or digital, but well-lit and straightforward. Photos should not be overly processed.
FOR OUR INDUSTRY, THE FUTURE IS BRIGHT INDEED
A popular layout for photography is combining two images at a 40.5° angle. This follows the same angle as the precision line in the NTMA logo.

When combining pictures with this layout, use contrasting images (e.g. something mechanical paired with something more human).

If images are overlaid with type, ensure sufficient contrast for legibility.
6 Applications

Print
Examples
[pp. 72/75]

Web
Examples
[pp. 75/77]
MEMBER BENEFITS

NETWORKING
If networking is better than sex, education is better than networking. One member’s success isn’t just the value of their personal connections; it’s the value of the connections they bring. It’s about how you can bring value to others in a meaningful way. Networking allows you to meet new people, learn new skills, and potentially open up new opportunities. NTMA offers a range of opportunities for you to network at the regional, national, and international levels. From conferences to seminars, you can meet and learn from others in your industry, all while building your network.

If two heads are better than one, how about 20? Or 200?

DISCOUNTS
Punch above your weight.

When you’re a member of NTMA, you can take advantage of exclusive discounts and benefits. Whether you’re looking to save on materials, tools, or services, NTMA has got you covered. From materials to machinery, NTMA offers exclusive discounts to help you save money on the things you need to run your business.

DECISION RESOURCES
When trying to anticipate how much to pay, or what benefits to offer, take advantage of NTMA’s resources. NTMA offers comprehensive wage and salary surveys, which provide valuable data for making informed decisions.

WORKFORCE DEVELOPMENT
Punch above your weight.

The Master Technician Certificate Program is a great way to train your employees and give them the skills they need to succeed. It’s a great way to invest in your workforce and ensure they have the necessary skills to succeed in the manufacturing industry.

NTMA offers comprehensive wage and salary surveys annually, including an executive compensation report.

TODAY, LARGE, CORPORATE MANUFACTURERS SEND WORK OFFSHORE. IN SPITE OF ALL THAT, THERE REMAINS A ROBUST U.S. MANUFACTURING ECONOMY, CHARACTERIZED BY INNOVATION, EFFICIENCY, AND - YES - GROWTH.
These are examples of how we’ve been using the brand.

The goal across all mediums is to communicate the NTMA message in a way that is clear, concise, and consistent.

These examples serve as a general guide. Treat each job uniquely.
Oftentimes, titles and headlines are underlined to add emphasis and visual interest. Above shows two examples of covers, with and without photography.
Especially in one-color applications, NTMA blue should always be emphasized. Ensure strong contrast between all elements and display the content clearly.
DISCOVER WHAT NTMA CAN DO FOR YOU

OUR MEMBERS REPORT THAT MUCH OF THE VALUE OF THEIR PARTICIPATION FROM NTMA COMES FROM WHAT THEY DERIVE FROM PEERS.

LEARN MORE >

Explore What NTMA Has To Offer You

Why Join NTMA?

To say it simply, the NTMA gets it. We understand your challenges in today's economy. We recognize that many of you face a talent gap, with necessary skills in short supply.

Member Stories: Ted Toth

"After we get people aware, we need to recruit them, train them, and retain them."

The Record - New for November

As leaders for our companies and our association, we sometimes forget how incredibly hard change can be. In fact, sometimes we disregard how hard it can be for those around us and those...

Recent News

Chairman's Corner

October 3, 2011

I recently attended the imX event in Las Vegas where machine tool builders, tooling creators, distributors, and manufacturers got together to learn about emerging technology, share the trends, and participated in an open exchange of information and needs. One keynote...

Read More »

2010 Star Chapters

Upcoming Events

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>MAR 3</td>
<td>MFG 2012</td>
<td>Orlando, FL</td>
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<tr>
<td>MAY 8</td>
<td>NTMA-PMA Legislative Conference</td>
<td>May 8-9, 2012 Washington, DC</td>
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<tr>
<td>JUN 13</td>
<td>NTMA/PMA Purchasing Fair</td>
<td>June 13-14, 2012</td>
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</table>

See all upcoming events »

NTMA Initiatives

- Business Dev
- Insurance
- Education
- Workforce Dev
- AMPED
- Foundation
- Advocacy

NTMA is:
Online, content should always be clear and easy to find. General rules for layout, type, photography, and color still apply, although they may be adapted for compliance with current web standards.
Help

Contact
[p. 80]

File
Guide
[p. 81]
This manual covers general rules and guidelines for using the NTMA brand. Special exceptions can be considered. For questions, please contact www.matchstic.com.
Various file formats are available to use for specific scenarios.

**When is it appropriate to use Pantone, CMYK, or RGB?**
Pantone color codes are typically used for offset printing, screen printing, letterpress, or other methods that require specific and accurate color reproduction. Pantone codes can also be given to a printer for matching purposes when printing digitally. Always refer to an official Pantone swatch book for accurate color representation. Pantone codes allow for exact color reproduction, whereas CMYK and RGB may show variances across different printers and different screens.

CMYK is used when doing a 4-color print (i.e., a brochure that includes photography), or for digital printers (quick turn-around, low-volume printers).

Use RGB files for digital applications, such as a website or email newsletter. Make sure to use RGB versions of these files. A CMYK JPG may not display colors properly on screen.

**What is a vector file?**
Vector files (usually EPS or AI formats) are resolution-independent, and used for print applications. If a designer or printer requests a logo file for a print piece, usually they want the vector file. It allows unlimited scalability and adjustment of layout and color if necessary.

On the other hand, raster files (like JPG, GIF, PNG, etc.) cannot be scaled without losing resolution quality. Raster files are appropriate for screen/web applications because of their smaller file size.

**Common applications and the file types to use:**
- Printing business cards: Pantone, EPS
- Printing a brochure with photography: CMYK, EPS
- Creating an e-mail newsletter: RGB, JPG
- Layering the logo on top of another graphic on a web page: RGB, Transparent PNG

**Color Systems:**
- **CMYK:** (Cyan, Magenta, Yellow, Black) - Referred to as process color or four color, it is versatile and widely used.
- **RGB:** (Red, Green, Blue) - This is the representation of color for display of images in electronic systems such as TVs and computers.
- **Pantone Matching System (PMS):** A proprietary color space used primarily in printing. Pantone color guides allows designers to “color match” specific colors regardless of printing equipment.

**File Types:**
- **EPS:** A vector graphics file format that contains a geometric description which can be rendered smoothly at any desired display size. Can be re-edited.
- **AI:** A vector graphics format developed by Adobe Systems. Similar usage to vector EPS files.
- **JPG:** A compressed raster image format primarily used for on-screen display. Cannot scale up arbitrarily without loss of quality or be re-edited.
- **GIF:** A raster image format that is limited to 256 colors. Suitable for storing graphics with few colors, such as simple diagrams and shapes. Cannot scale up arbitrarily without loss of quality or be re-edited.
- **PNG:** Created as a successor to GIF. Supports 16 million colors, and excels for images with large, uniformly colored areas. PNG allows for the display of transparent backgrounds. It is a raster format that cannot scale up arbitrarily without loss of quality or be re-edited.