PASMA

prefabricated access suppliers' and manufacturers' association

Brand
Guidelines

Introduction

PASMA is the world's leading trade association for the mobile access tower industry. As such, it is essential that people see this standard reflected in any services, marketing materials and activity bearing the PASMA name. The following sections outline basic guidelines to follow when releasing any form of communication relating to PASMA.

Our members have a duty to ensure that, when using PASMA's name, logo and branding, appropriate steps are taken to ensure the integrity of these elements is not compromised.

Outside of the UK, use of the Registered Trade Mark is restricted to those to whom PASMA has granted a licence.

Contents

Our Logo

Protecting
Our Brand

Consistency is important when it comes to
creating a strong identity as any inconsistency
dilutes the impact and credibility of the brand.

Do Nots

The logo should **ONLY** be used as outlined in this brand guidelines document.

Displayed here are some examples of what **NOT** to do with the PASMA logo.

DO NOT add a drop shadow or any effects

DO NOT 'squash', distort or edit in any way

DO NOT change the shape or colour of the triangle

DO NOT colour in a way not outlined in this document

DO NOT rotate any part of the logo

DO NOT change the typeface

Our Name

It is important to ensure that the name PASMA is used consistently. Use of the name should **ALWAYS** be in capitals and without punctuation (with the exception of the PASMA url and any PASMA email address eg. www.pasma.co.uk and info@pasma.co.uk)

It should also **ALWAYS** be written in a plain font.

Where it appears in a larger body of text, it should be the same size, font and stylisation as the surrounding text.

Acceptable Use

- PASMA
- John Smith Ltd is a member of PASMA
- John Smith, PASMA

Unacceptable Use

- pasma
- P.A.S.M.A
- John Smith Ltd is a member of **PASMA**

Safe Area

The 'border' is the clear space around the PASMA trade mark. This zone is the minimum area that must be kept free of other elements. It must remain free of any other text or graphic elements.

The 'border' is based on the size of the final, unstylised letter 'A' in 'PASMA'. The size of the border will of course depend on the dimensions of the mark as used. Note that you may use a larger border than this, but not a smaller one.

The border should always be the same colour as the background against which the mark is represented. The safe area is determined by the height of the icon (x).

Maximum Size

No maximum size for reproductions of the logo has been set. However, to ensure that it is not perceived to be the predominant branding, the PASMA logo must always be smaller (by surface area) than your (the member's or licensee's) logo and / or other branding on the same document, webpage or any other visual medium.

Minimum Size

To ensure the logo is always clear, identifiable and legible, a minimum size has been set.

The minimum size for the PASMA logo is 45mm wide for printed material or 190 pixels wide for 72dpi on-screen applications.

The master logo, in any of its colour formats should **NOT** appear smaller than this.

45mm
or
190 pixels

Smaller Reproductions

A version of the PASMA logo has been created for applications where the logo must appear smaller than the set minimum size.

This version should **ONLY** be used when the logo appears smaller than 25mm wide.

The absolute minimum size this version, in any colour format, should appear is 25mm wide for printed materials or 105 pixels wide for 72dpi on-screen applications.

25mm
or
105 pixels
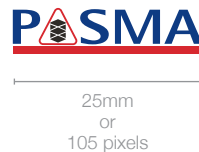
Colour Breakdowns

To protect the credibility of the PASMA brand, the logo should **ONLY** appear in the following colour breakdowns.

Pantone – The PMS (Pantone Matching System) logo should be used for professionally printed items where possible.

CMYK – The CMYK version should be used across all printed material.

RGB / Hex – The RGB/Hex values should be used for all internet and on-screen applications.

Mono – The Monochrome version is suitable for applications where colour is not available, such as black and white press ads or fax sheets.

Pantone

1. RED - **PANTONE 1795 C**
2. Blue - **PANTONE 7687 C**
3. Black - **PANTONE Black C**

CMYK / RGB / Hex

1. C:**0%** M:**94%** Y:**100%** K:**0%** | R:**228** G:**38** B:**24** | HEX:**#E42618**
2. C:**100%** M:**78%** Y:**0%** K:**18%** | R:**0** G:**61** B:**132** | HEX:**#003d84**
3. C:**0%** M:**13%** Y:**49%** K:**98%** | R:**39** G:**34** B:**19** | HEX:**#272213**

Mono

1. K**50**
2. K**90**
3. K**100**

Background Colours

The displayed background colours have been selected to maintain consistancy across all materials.

A reversed version of the PASMA logo has also been created for use against darker backgrounds.

Below are some examples of which logo version should be used on the selected background colours.

Light Grey
C**0** M**0** Y**0** K**10** | R**230** G**230** B**230**

Grey
C**0** M**0** Y**0** K**30** | R**190** G**190** B**190**

Typography

Typography forms an important part of the
PASMA brand identity and should therefore
appear consistent across all printed and
on-screen materials.

Corporate Font

Helvetica Neue is the PASMA corporate typeface. This font has been chosen as it appears bold, confident and authoritative yet maintains an approachable character. Helvetica Neue should be used across all printed marketing materials when available.

Helvetica Neue is available in various weights and styles some of which are displayed below.

Helvetica Neue Light

Aa Bb Cc Xx Yy Zz 0123456789

Helvetica Neue Regular

Aa Bb Cc Xx Yy Zz 0123456789

Helvetica Neue Bold

Aa Bb Cc Xx Yy Zz 0123456789

Helvetica Neue Italic

Aa Bb Cc Xx Yy Zz 0123456789

Internal and On-Screen font

Arial is to be used for all internal use where Helvetica Neue is not available - such as email correspondence, internal powerpoint presentations and word documents. Arial is a suitable replacement for Helvetica Neue and is available on all computers.

Arial Regular

Aa Bb Cc Xx Yy Zz 0123456789

Arial Bold

Aa Bb Cc Xx Yy Zz 0123456789

Arial italic

Aa Bb Cc Xx Yy Zz 0123456789

Photography

Photography

It is usually advisable to have pictures alongside services or promotional materials.

The most important rule to follow when choosing pictures is to ensure that any examples of towers are in line with the safe practice outlined in PASMA courses and the PASMA Code of Practice. Unsafe towers can be shown if they are clearly marked as examples of how not to work at height, but when posting general tower images it is important that everyone shown working at height has suitable personal protective wear and the tower itself is correctly built with all guardrails, toe-boards or other safety features present. PASMA would not wish to attract negative attention by appearing to promote unsafe or out of date practices.

Wherever possible, images should not noticeably promote one particular member organisation or member organisation's product, as this may imply preference or endorsement by PASMA. Wherever possible, the source of images used should be acknowledged.

Examples of **good** photography

Examples of **bad** photography

Tone

The PASMA name is built on professionalism and impartiality – while it is important to advocate a message of safety, PASMA should be seen to do so professionally and objectively. Criticising unsafe tower use is encouraged, but the focus should be on the facts of the case, the risks of unsafe work, and emphasising the safe alternatives which PASMA promotes. Examples of this tone within news releases can be found on the PASMA website's news section.

From time to time the Press may wish to discuss topical issues or solicit comments from PASMA. Only staff sanctioned by the PASMA Managing Director or, in his absence, the PASMA Head of Marketing & Communications should directly comment to the Press. Members, or representatives of Members, may not comment directly to the Press on behalf of PASMA.

PASMA expects its staff to act courteously and professionally at all times. All staff are considered ambassadors of the organisation both during and out of working hours. Members of staff should be aware that any personal comments or opinions regarding PASMA, its members, staff, or its policies should not be verbalised outside of the PASMA community, this includes via personal use of social media or other forms of public forums or broadcast that could in anyway damage the persona or values of the PASMA brand.

Social Media

While social media can offer the chance to be more informal and react more quickly to events, the following tonal guidelines should still be taken into account.

On all platforms, PASMA should be represented as professional and always focused on work at height and safety issues. Additionally, while PASMA services should regularly be promoted, it is important to bear in mind that social media is at its most useful when building relationships which indirectly promote the organisation and its services. "Hard selling" is not why people follow companies on social media – instead, offering people news and information relevant to them and giving PASMA's opinion on it will see the number and relevance of followers grow.

To see how PASMA uses social media please see the following media channels.

facebook.com/PASMALtd

twitter.com/PASMALtd

instagram.com/pasmatowers

linkedin.com/company/pasma

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