



LOGO GENERAL USAGE GUIDELINES

Business partner members in good standing with Community Associations Institute (CAI) have the right to use the approved business partner logo.

There is one approved configuration of the CAI logo. It must always be treated as a single entity. **The icon, CAI name and the words "Member of" must never be separated.**

The member logo **may not be used** on the face of sales contracts or official disclosure documents provided to potential or actual purchasers of services or products.

SIZE

The logo should not appear smaller than 1.25" wide. It should not appear larger than 2.75" wide on an 8.5" x 11" page size.

COLOR

The arch prints CAI gold (PMS 142 for coated stock and PMS 129 for uncoated stock); all else prints CAI blue (PMS 653 for coated stock and PMS 294 for uncoated stock). Approved color applications are:

- **One-color:** 1) All black 2) All white reversed out of a dark background
- **Two-color:** PMS 653 & PMS 142 coated paper (glossy and matte stock) or PMS 294 & PMS 129 for uncoated paper (stationery).
- **Four-color process/CMYK:** CAI blue (85C, 50M, 10K) and CAI gold (20M,100Y)

ELECTRONIC FILES

Various file formats are provided for your use. Select a file format according to the application program you are using.

- **EPS file:** Use this file when sending your document to a commercial printer or importing into a page layout application such as Adobe InDesign or Quark XPress. The logo may look fuzzy in preview, but it will print at a high quality resolution when sent to a commercial printer or printed to a postscript office printer.
- **TIF file:** Use this file when placing into a word processing application such as Microsoft Word or Excel. Do not enlarge more than 125% or reduce less than 50% for best quality of resolution. Pantone (PMS) colors will not work in this format. You must use the EPS version if you are printing in two-color.
- **JPG file:** Use this file for MS PowerPoint or for placing the logo on a website or in an e-mail. JPG files are used for photographic images intended for screen or online uses. The JPG file is saved for low resolution only.

DIRECTIONS FOR PLACING LOGO IN MICROSOFT APPLICATIONS:

1. Save digital files to a place on your hard drive. **2.** Open a document. **3.** Choose Insert > Picture > From File **4.** Locate and select one of the files from above and then click "Insert."

If you want to change the size of the file, simply select one of the **corner** handles on the graphic while holding your shift key (to maintain appropriate proportions) and drag it to a smaller or larger image.

QUESTIONS?

For membership status or authority to use the logo, contact the CAI Member Service Center at (703) 970-9220. For print specifications, contact the Assistant Art Director at 703-970-9254.

The CAI logo has copyright protection through the U.S. Patent and Trademark Office. Any infringement of the instructions contained herein regarding the use of the logo, print specifications, size, etc., may result in legal action and/or suspension of CAI membership.