



DAMA International[®]

Logo Brand Usage Guide



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1. Introduction

Welcome to the DAMA International® Logo Brand Usage Guide. This document is designed to help you understand the correct usage of the DAMA International® logos and to provide guidance on creating consistent and cohesive logos. By following these guidelines, you will help maintain the integrity and recognition of the DAMA International® brand.


2. DAMA International® Logo

The DAMA International® logo has been trademarked with the United States Patent and Trademark Office.



Wordmark [DAMA INTERNATIONAL](#)

Status **LIVE** **REGISTERED**

Goods & services IC 042: Association services, namely, promoting the interests of the... 

Class 042

Serial 76335878

Owners Data Management Association International (NONPROFIT CORPORATION; WASHINGTON, USA)

The DAMA-I logo can only be used if such usage is approved in writing by DAMA-I prior to its first use.

2.1. Logo Variations

The primary DAMA International® logo consists of the following elements:

- The wordmark "DAMA"

- The subtext "International" is positioned below the wordmark.
- The globe image.

There are three variations:

1. All black
2. Grey globe with two blues
 - DAMA in dark blue
 - International in light blue
3. White, gray on blue background



2.2 Color Specifications

The official colors for DAMA International® are as follows:

Black:

HEX: #000000
RBG: 0,0,0
CMYK: 0, 0, 0, 100

White:

HEX: #FFFFFF
RBG: 255,255,255
CMYK: 0,0,0,0

Darker Blue:

Hex: #003366
RGB: 0, 51, 102
CMYK: 100, 50, 0, 60



Lighter Blue:

HEX: #6699CC
RGB: 102, 153, 204
CMYK: 50, 25, 0, 20.

Gray:

HEX: #4D4D4D
RGB: 77, 77, 77
CMYK: 0, 0, 0, 70

2.3 Clear Space and Minimum Size

To ensure the logo is always clear and legible, maintain a minimum clear space around the logo equal to the height of the "D" in "DAMA".

The minimum use size is:

Digital 100 pixels wide.

Print 1 inch or 25.4 mm width is the minimum

2.4 Co-Branding

When used alongside other logos, the DAMA International® logo should be equal in size and positioned to ensure visual balance.

Ensure clear space requirements are met around the DAMA International® logo in co-branding scenarios.

2.5 Digital Usage

Use high-resolution images of the logo for digital platforms.

Preferred files for various **digital application** formats are:

- PNG
- JPEG
- SVG

2.6 Print Usage

Preferred files for **high-quality print application** formats are:

- EPS (vector-based)
- AI (vector-based)



Ensure accurate color matching according to the specified CMYK values.

3.0 Chapter Name and Logos

The chapter may develop a unique logo, but only if such logo complies with any written DAMA-I policies or rules for usage and form of logos and trademarks and is approved in writing by DAMA-I before its first use.

To the extent that Chapter's logo incorporates the intellectual property of DAMA-I, such intellectual property will remain the sole property of DAMA-I and is subject to the limited license granted to Chapter in the Affiliation Agreement.

Also, the Chapter should review the Affiliation Agreement for guidance on Chapter naming instructions.

3.1 Affiliated Chapters Exemption Prior to January 1, 2024

If Chapter has a logo in existence on January 1, 2024 and it is not in compliance with the DAMA-I written logo usage policies, Chapter will not be required to make any changes to its non-compliant logo during the Term of the Agreement.

3.2 Chapter Logo Structure

Chapter logos should be consistent with the DAMA International® primary logo but include the chapter name. The Chapter's name must be included as the full Trade Name authorized when the Chapter was approved as Forming Chapter, according to the Naming Convention included in the Affiliation Agreement. The chapter name should be positioned below the subtext "DAMA" and aligned centrally.

1. Core logo elements:

Mandatory elements in every chapter's logo:

- The DAMA globe and the DAMA name
- The exact font and color
- **NEVER:**
 - alter the logo lockup
 - resize disproportionately
 - modify it in any other way

Mandatory Placement:



- The DAMA globe and name must be positioned in relation to the local image (the chapter name always below the “DAMA” words).
- The typography for the chapter name should match the font used in the primary logo. The recommended font is “Open Sans Caps” for the chapter name.
- **NEVER:**
 - Change the chapter font size

2. Local image guidelines:

If an image is added to the logo, it must meet the following criteria:

MUST be:

- directly relevant to the chapter’s region
- easily recognizable

but NOT

- overly complex or detailed
- reduce its legibility
- too intricate or clutter the logo

Examples:

- State or country shape
- Significant landmark
- Culturally relevant symbol

Size and proportion of the chapter's local image:

- Be proportionate to the DAMA globe and name
- NOT overpower or dominate the logo
- NOT exceed 25% of the total logo (height or width).

Color consistency of the chapter's local image:

- Align with the DAMA color palette
- MUST complement the existing palette (if a new color is introduced)
- Maintain visual harmony



3. Technical specifications:

- **File format should be saved in:**
SVG or AI to ensure scalability and quality across different mediums.
- **Resolution:**
Ensure that logos are provided in high resolution, especially for use in print or large displays.
- **Clearance:**
A clear space must be kept around the logo that must remain free of text or other graphics to ensure visibility and prominence.

4. Examples and Templates:

Samples:

Some sample logos illustrate how local images can be integrated effectively while maintaining brand consistency.

Editable templates:

DAMA International® offers an editable logo template that include the DAMA globe and name through our CANVA account which provides logo-limited access to a chapter representative, with placeholders for chapters to insert their local images.

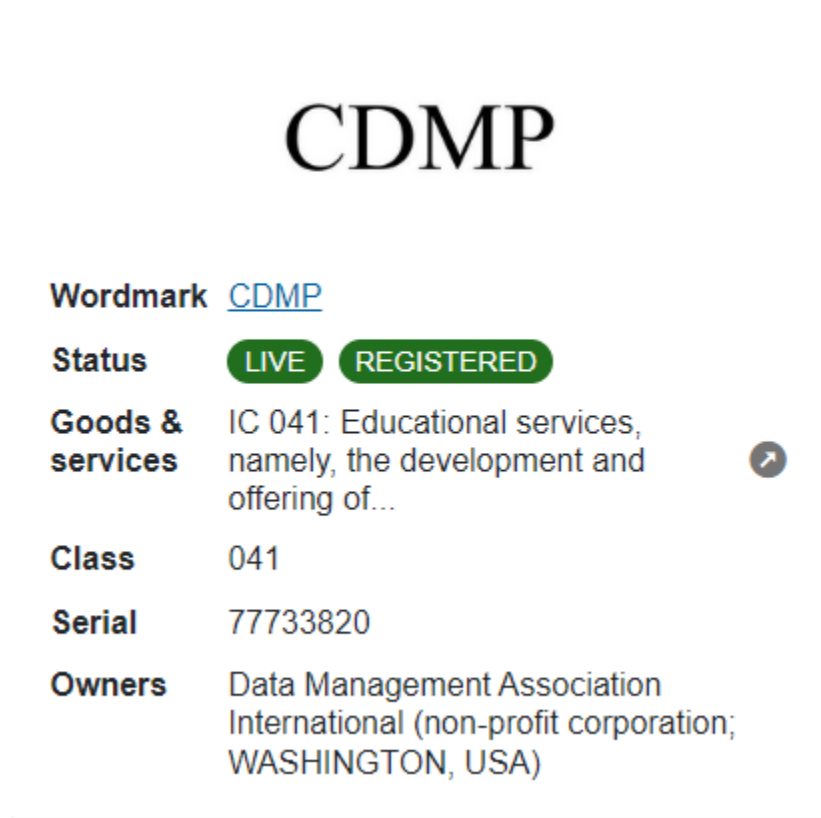
This helps maintain consistency in design. Chapters can contact the DAMA International® office at info@dama.org to gain access to the CANVA account to develop and download their proposed logo. All logos need to be approved by the DAMA International® board of directors.

3.3 Color Variations (see 2.2)

Chapter logos should use the same color specifications as the primary DAMA International® logo. Ensure the blue and gray colors are consistent across all chapter logos.

4.0. CDMP® Logo

The Certified Data Management Professional® (CDMP®) logo is a registered trademark of DAMA International®. These guidelines ensure the logo's consistent and appropriate use, preserving its integrity and strengthening the CDMP® brand.



4.1 Logo Elements

The CDMP® logo consists of the following elements: Wordmark: "CDMP"

4.2 General Usage

The CDMP® logo may only be used by individuals authorized by DAMA International®.

The logo should only be used to signify certification, promote the CDMP® program, and represent DAMA International®'s CDMP® certification.

4.3 Logo Variations

Full-Color Logo:

The preferred version of the logo. Use this version whenever possible.

Black and White Logo:

Use only when color printing is not available or for single-color applications.

Reversed Logo:

Use on dark backgrounds where the standard logo would not be clearly visible.

4.4 Clear Space and Minimum Size

Clear Space:

Maintain a clear space around the logo equal to the height of the "D" in "CDMP" to ensure visibility and impact.

Minimum Size:

The logo should never be reproduced smaller than 1 inch (2.54 cm) in width to maintain legibility.

4.5 Color Palette

Primary Colors:

Ensure the blue and gray colors are consistent across all chapter logos.

[See 2.2 for the color palette information.](#)

4.6 Typography

The preferred font for accompanying text is Arial, Helvetica, or a similar sans-serif typeface to maintain a clean and professional look.

4.7 Incorrect Usage

Avoid the following to preserve the integrity of the CDMP® logo:

- Distortion: Do not stretch, compress, or otherwise alter the logo's proportions.
- Color Changes: Do not change the logo's colors from the approved palette.
- Overlays: Do not place the logo over complex backgrounds that impair readability.
- Rotation: Do not rotate the logo.
- Additional Effects: Avoid shadows, gradients, or other graphic effects.

4.8 Placement and Context

Ensure the logo is placed in a prominent location where it is easily visible.

The logo should always be used in a respectful context, never in association with inappropriate or offensive content.

4.9 Co-Branding

When used alongside other logos, the CDMP® logo should be equal in size and positioned to ensure visual balance.

Ensure clear space requirements are met around the CDMP® logo in co-branding scenarios.

4.10 Digital Usage

Use high-resolution images of the logo for digital platforms.

Preferred file formats are PNG, JPEG, and SVG for various digital applications.

4.11 Print Usage

Use vector-based files (such as EPS or AI) for high-quality print materials.

Ensure accurate color matching according to the specified CMYK values.

5.0 Registered Education Provider



As of August 22, 2024, the Registered Education Provider (REP) logo is not a registered trademark of DAMA International® yet. The trademark registration however is underway.

These guidelines ensure the logo's consistent and appropriate use, preserving its integrity and strengthening the CDMP® brand.



5.1 General Guidelines

The DAMA International® Registered Education Provider (REP) logo signifies that an organization has met DAMA International®'s standards for providing education in data management.

The logo should be used to promote approved educational services and should reflect the professionalism and standards of DAMA International®.

DAMA International®'s policy on publishing details about registered education providers emphasizes neutrality and equal treatment.

Equal Representation: All registered education providers are listed on the DAMA International® website with consistent formatting and without language that gives any one provider a perceived advantage over others.

Course Offerings: Providers may have their course offerings listed, but DAMA International® will not highlight a provider as being "the first" or "the only" to offer specific courses to avoid showing favoritism.

Updates and New Offerings: Providers are encouraged to update their offerings with DAMA International® as they expand or add new courses. DAMA will maintain a record of all updates but will display this information without emphasizing chronological firsts or exclusivity.

Marketing and Promotion: Any claims about being "the first" or "the only" provider of certain courses should be reserved for the providers' own marketing materials and should not be included on the DAMA International® website.

Transparency and Fairness: DAMA International® will maintain transparency by allowing all providers to have their full range of offerings displayed, but without language that could imply a competitive edge.

5.2 Logo Placement

Prominent Placement:

The REP logo should be placed prominently on educational materials, websites, and promotional items related to the approved courses.



Preferred Locations:

Ideal placements include the header or footer of web pages, the front cover of printed materials, and any promotional banners.

5.3 Size and Scale

Ensure the logo is **large enough to be clearly legible**.

The minimum size for the logo should be 1 inch (2.54 cm) in width.

Maintain the original proportions of the logo.

Do not stretch or distort the logo in any way.

5.4 Color Usage

Use the logo in its official colors, as provided by DAMA International®. Typically, this will include a specific palette to maintain brand consistency. [See 2.2 for the color palette information](#).

Monochrome Versions:

If color printing is not available, use the monochrome (black or white) version of the logo. Ensure it remains clear and legible against the background.

5.5 Clear Space

Minimum Clear Space:

Maintain a clear space around the logo that is equal to at least the height of the logo. This space should be free of any other text or graphics.

Avoid Clutter:

Ensure that the logo is not placed in a crowded area of the design to keep it visually distinct and recognizable.

5.6 Placement Context

Educational Materials:

Include the REP logo on all course materials, syllabi, certificates of completion, and related educational documents.

Promotional Use:

Use the logo in marketing materials such as brochures, flyers, websites, and social media to promote the recognized educational services.



5.7 Prohibited Uses

Alteration:

Do not alter the logo in any way, including changing the colors, adding effects, or modifying the design.

Misrepresentation:

Do not use the logo in a way that could mislead or imply endorsement of non-approved courses or services.

Standalone Use:

The logo should not be used as a standalone element without accompanying text or context that indicates the affiliation with DAMA International®.

5.8 Digital Usage

Websites and Social Media:

When used online, ensure the logo links back to DAMA International®'s website or the specific page detailing the REP status.

Resolution:

Use high-resolution versions of the logo to ensure clarity on digital platforms.

5.9 Review and Approval

Approval Process:

All DAMA International® REP logo uses should be reviewed and approved by the designated authority within DAMA International®.

Consistency Check:

Regular audits should be conducted to ensure compliance with these guidelines across all materials and platforms.

6.0 Placement of the TM Mark

Depending on the design, the TM mark should be placed in the upper-right corner or lower-right corner of the logo. Ensure it is clearly visible but does not overpower the logo.

The TM mark should be proportionate to the logo size. It should be legible but not distract from the main logo design. Typically, it should be smaller than the elements of the logo but large enough to be clear.



6.1 Color and Contrast

Ensure the TM mark is in a color that contrasts well with the background and the logo, maintaining legibility. For a dark logo, use a light TM mark and vice versa.

The color of the TM mark should match one of the colors used in the logo or be in black or white, depending on which provides better visibility and consistency with the logo's appearance. [See 2.2 for the color palette information.](#)

6.2 Clear Space and Positioning

Clearance:

Maintain a minimum clear space around the logo and TM mark to avoid any visual clutter. The clear space should be at least the height of the TM mark on all sides.

Placement:

The TM mark should not be placed too close to the edge of the logo or any other graphic elements. It should be integrated seamlessly to ensure the overall aesthetics of the logo are preserved.

6.3 Use Cases

Digital Media:

Ensure the TM mark is included in all digital representations of the logo, including websites, social media, and electronic communications.

Print Media:

The TM mark must be included in all printed materials, such as brochures, business cards, and flyers.

Merchandise:

For any merchandise featuring the DAMA International® logos, the TM mark should be used consistently, following the same guidelines for placement, size, and color.

6.4 Prohibited Uses

Alteration:

Do not alter the size, position, or color of the TM mark independently from the logo.

Separation:

The TM mark should not be separated from the logo or used as a standalone mark.



Clutter:

Avoid placing the TM mark in a crowded or cluttered environment where it might be difficult to see or read.

6.5 Review and Approval

Any use of the DAMA International® logos with the TM mark should be reviewed and approved by the designated authority within DAMA International® to ensure compliance with these guidelines.

7.0 General Usage Guidelines

7.1 Appropriate and Inappropriate Uses

Appropriate Uses:

- Use the full-color logo on light backgrounds.
- Use the monochrome logo on dark backgrounds.
- Maintain clear space and minimum size requirements.

Inappropriate Uses:

- Do not alter the colors of the logo.
- Do not distort or stretch the logo.
- Do not place the logo on busy or patterned backgrounds that impair readability.

Background Control:

Always use the logo on backgrounds that provide sufficient contrast. Use the full-color logo on white or light backgrounds. Use the monochrome logo on dark backgrounds.

Placement and Alignment

Ensure the logo is placed prominently and aligned correctly in all applications. It should be clear and easily recognizable, avoiding cluttered areas.

8.0 Digital and Print Applications

8.1 Web and Social Media

- Use the full-color logo as a profile image where applicable.



- Ensure the logo is optimized for web use (RGB color mode, appropriate resolution).
- Maintain clear space and proper alignment on social media banners, posts, and other digital materials.

8.2 Print Materials

- Use the CMYK color mode for print materials.
- Ensure the logo maintains its quality and clarity in print applications, adhering to the minimum size guidelines.

8.3 Brand Document

Following is the brand document providing details regarding the usage guidelines.



BRAND DOCUMENT



LOGO ELEMENTS



International ®

LOGO LOCKUP



FONT USAGE

OPEN SANS BOLD CAPS

Open Sans Regular

Open Sans Regular

HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOUR USAGE



HEX#
003469

CMYK
100-50-0-59

RGB
0-52-105



HEX#
156AA3

CMYK
87-35-0-36

RGB
21-106-163



HEX#
B4B3B9

CMYK
3-3-0-37

RGB
180-179-185



HEX#
7DB439

CMYK
30-0-68-29

RGB
125-180-57



HEX#
F68A1E

CMYK
0-44-87-4

RGB
246-138-30



HEX#
35A9DE

CMYK
76-24-0-13

RGB
53-169-222

DAMA

BRAND DOCUMENT



BRANDING GUIDELINES

LOGO CORE ELEMENTS:



Mandatory elements:

- The DAMA globe and the DAMA name in the exact font and color should be mandatory elements in every chapter's logo.
- These should never be altered, resized disproportionately, or modified.

Placement:

- Specify where the DAMA globe and name should be positioned in relation to the local image (always on the right size below the chapter name).





BRAND DOCUMENT



BRANDING GUIDELINES

LOCAL IMAGE GUIDELINES:



Relevance:

- The local image must be directly relevant to the chapter's region (e.g., a state or country shape, a significant landmark, or a culturally relevant symbol). It should be easily recognizable and not overly complex.

Simplicity:

- The image should be simple and not overly detailed or intricate. Complex designs can clutter the logo and reduce its legibility.

Size and proportion:

- The local image should be proportionate to the DAMA globe and name, ensuring that it does not overpower or dominate the logo. Provide maximum size ratios (e.g., the local image should not exceed 50% of the total logo height or width).

Color consistency:

- The local image should align with the DAMA color palette. If a local image introduces a new color, it should complement the existing palette and maintain visual harmony.





BRAND DOCUMENT



BRANDING GUIDELINES

TECHNICAL SPECIFICATIONS:

File format:

Provide specifications for the file format (e.g., vector formats like SVG or AI) to ensure scalability and quality across different mediums.

Resolution:

Ensure that logos are provided in high resolution, especially for use in print or large displays.

Clear space:

Define a clear space around the logo that must remain free of text or other graphics to ensure visibility and prominence.



9.0 Contact Information

For further information or specific inquiries about the DAMA International® logos usage, please contact:

DAMA International®

Email: info@dama.org

Website: www.dama.org