

Graphic Standards Kit - Instructions

The contents of this kit are provided to help develop your PMI Component logo and related print materials such as letterhead, envelopes, business cards and newsletters. This process involves a certain degree of professional graphic design expertise and understanding. **It is strongly suggested that you acquire the services of a professional design agency or printer to assist you in this effort.** PMI has taken care to ensure that the quality and standards we have established are maintained in the production of component materials. Therefore, if you choose to create your own component logo and materials, please carefully follow the guidelines provided here.

Creating Your Component Logo

You have a large degree of flexibility in the creation of your component logo within the constraints of PMI's graphic standards and the industry standards of commercial printers. However, these standards and criteria must be taken into consideration in your design. The terms and concepts described in this Graphic Standards Kit are those commonly used in professional graphic design. A design agency or offset printer will be familiar with this terminology.

Design Logo in an EPS Format

The Macintosh and IBM/PC disks that are provided in this kit each contain the PMI Component logo art in an Encapsulated Postscript (EPS) format. This is a vector-based file in PMS spot color. EPS images are "non-resolution dependent," meaning that they will print at the same quality level at any size. EPS images are best for documents that will be printed by offset lithography (commercial printing quality).

Once your logo is designed in EPS, you can convert it to JPG or GIF format for use in e-mail, on the Web, etc. This can be done easily by most of the recommended graphics software packages listed below. Please be aware of the constraints of other file formats. Tagged Image File Format (TIF) files can be used for printing output, but when you make them bigger or smaller you can lose quality. Graphic Interchange Format (GIF) and Joint Photographic Experts Group (JPG) files are only for Web usage, not for output at all.

If you elect to create your component's logo without professional assistance, one of the following software products will be required to design your component logo:

- Adobe Illustrator
- CorelDRAW
- Macromedia Freehand

Do not use Adobe Photoshop or a similar pixel-based program, as it will convert your EPS file from a vector image to a pixel image. **If you create your logo with a program that is not listed above, PMI Global Operations Center cannot guarantee that your logo will be approved.**

Use of Color

Color is an essential issue which affects printing costs as well as graphic standards. There are no color limitations on the component element of your logo within the boxed area; however, you may wish to limit the colors for the sake of printing costs and practicality. You may use individual spot colors (specifying PMS colors), or CMYK (4-color process). Note that if you use 4-color process in your component graphic, the printer will actually require 5 colors to print it—the process colors (CMYK) and PMS 300 for the "PMI."Gr

Instructions *Continued*

With this knowledge, consider color issues carefully when creating your logo. Most letterheads are only one or two colors for the sake of simplicity and economics.

Components must print their logo in color (PMS 300 blue) whenever 4-color process printing is used. It is acceptable, however, to print the logo in black if you are printing in only black ink or if you are using two or three spot colors and one of them is not PMS 300. For example, if your component prints its newsletter using only green and black inks, the logo should be black, not green or any other color.

Keep in mind that color in the computer graphics world is a highly subjective issue. A given color can appear very different when output on different laser printers. Your computer monitor will also display colors differently unless it has been precisely calibrated to simulate a specified color gamut (a range of color such as SWOP, which stands for Standard Web Offset Printing). Color shifts will occur when you convert files from one file format to another. Different software programs may display colors differently also. This is why it is important to maintain the EPS format standard. Do not use RGB color or any other computer generated color palette. Only spot colors and CMYK colors are acceptable for offset printing.

Use of Typestyles

Another thing to consider when producing component collateral materials is the typeface you use. PMI's authorized typefaces are Garamond Book Condensed and Garamond Bold Condensed. These fonts have been provided in Adobe Type 1 format for both Macintosh and PC on this CD-ROM.

Submitting Your Logo to PMI Global Operations Center for Approval

Before your component can begin to utilize your logo design, it must first be approved by PMI Global Operations Center. The above requirements will ensure that your component's logo design will be suitable for commercial printing reproduction, while maintaining graphic continuity with PMI Global Operations Center. For your convenience, a printout of a sample component logo sheet has been provided in the kit as an example of some logo designs that meet PMI Graphic Standards. Be sure to stay within the parameters indicated on the sample logo sheet in order to create a logo that will meet graphic standards.

Please adhere to the following guidelines when submitting your component's logo to PMI for approval:

- E-mail an EPS file of your logo to coordinator@pmi.org.
- Component logos should not include any accompanying text, like component name or the tagline "Making project management indispensable for business results." Do not submit letterhead or other marketing collateral materials for approval.

Need Help With Your Component's Logo Design?

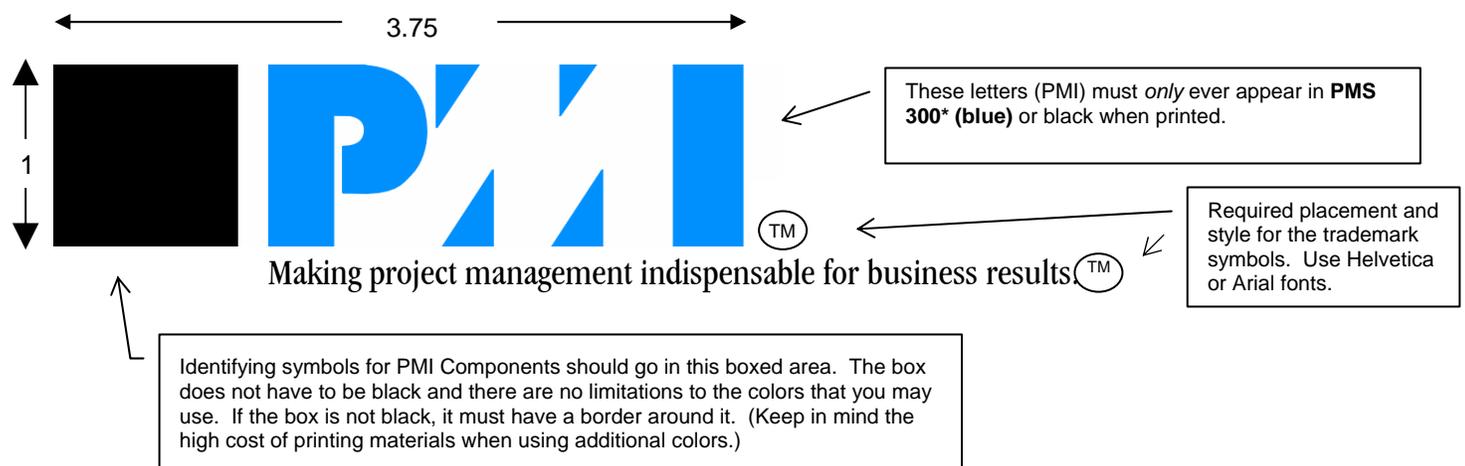
We encourage you to acquire the services of a professional design agency. If you would like a recommendation for professional assistance with the creation of your logo identity, please contact the Brand Development Department at PMI Global Operations Center. PMI can refer you to vendors who are very familiar with PMI's graphic standards and who will work with you to ensure that your logo is developed properly.

Logo Usage Guidelines

For PMI Component Logos

For the exact specifications of how your Component's stationery should be printed, please see the samples provided in this kit. Be sure to use only the colors, typefaces and layouts specified on the samples provided. By keeping consistent with one graphic format, PMI's brand and identity are strengthened. Please also keep this consistency in mind when placing the logos of PMI Components on flyers, newsletters and other printed material. If you have any questions, please contact the Brand Development Department at PMI Global Operations Center.

- The TM trademark should always be placed after all Component logos. (For correct positioning and style, see example below.) The electronic artwork provided in this Kit already contains the trademark symbol in its correct position and style. There are no minimum size requirements for Component logos; however, when reducing the logo, make sure the TM mark remains visible and recognizable.
- The TM trademark should always be used following the brand promise: Making project management indispensable for business results. (For correct positioning and style, see example below.) Please note: This phrase is not part of the logo and does not have to be used with the logo.
- Any text that appears with the logo in any form must line up vertically with the letter P in the logo and appear in the Garamond Book Condensed typeface. (See example below.)
- Components *must* print the logo in color (PMS 300 blue) whenever 4-color process printing is used. (Refer to Graphic Standards Kit section on "Use of Color" for more information on 4-color process printing.) It is acceptable, however, to print the logo in black if you are printing in only black ink or if you are using two or three spot colors and one of them is not PMS 300. For example, if your Component prints its newsletter using only green and black inks, the logo should be black, not green or any other color.
- The correct proportions of PMI Component logos are approximately 3.75 : 1 (horizontal to vertical) not including the TM mark. Most computer-based layout and design programs have a feature that locks in the original proportions in order to prevent stretching or distortion during resizing. *You can tell if the logo has been distorted if the boxed area (the area that will contain each Component's unique design) is not a perfect square.*



*PMS is an abbreviation for Pantone Matching System. The Pantone Matching System is a standard set of inks in the printing industry. PMS 300 refers to a color and the ink mixture necessary for producing that color designated for PMI's logo and the logos of its Components. PMS 300 color chips are included with this kit. When using the four-color printing process (CMYK), the formula is (100% Cyan, 43% Magenta, 0% Yellow, 0%Black). For more information on the Pantone Matching System or the four-color printing process, contact your local print shop.



Making project management indispensable for business results.™

9 on 11 Point Garamond Book Condensed

Project Management Institute

13 on 14 Point Garamond Bold Condensed

Government Specific Interest Group

13 on 14 Point Garamond Bold Condensed

Address 1, Address 2, City, State, Zip Code

9 on 11 Point Garamond Book Condensed

TEL: +1-012-345-6789 FAX: +1-012-345-6780

E-mail: contact@internet.com

Address format should be correct for component's country.

Phone and Fax numbers should include country code and area code. (Country code not needed for North America, only 1+ before area code.)

Specifications:

North and South America: Letterhead, 8.5" x 11"

Europe-Middle East-Africa (EMEA) and Asia Pacific: Letterhead, 210mm x 297mm

LETTERHEAD
SAMPLE

Typography:

Garamond Book Condensed

Garamond Bold Condensed

Paper stock:

Strathmore Writing

Ultimate White Wove

Sub. 24

or

Hammermill Watermark

White bond

Sub 24

Ink Color:

PMS 300 and Black

REQUIRED COPY

8 Point Garamond Book and Bold Condensed





Making project management indispensable for business results.™

8 on 10 Point Garamond Book Condensed

Project Management Institute
Component Name

11 on 11 Point Garamond Bold Condensed

11 on 11 Point Garamond Bold Condensed

Address 1, Address 2, City, State, Zip Code

8 on 8 Point Garamond Book Condensed

Address format should be correct for component's country.

Phone and Fax numbers should include country code and area code. (Country code not needed for North America, only 1+ before area code.)

ENVELOPE
SAMPLE

Specifications:

North and South America: # 10 Envelope

Europe-Middle East-Africa (EMEA) and Asia Pacific: Envelope, 220mm x 110mm

Typography:

Garamond Book Condensed and
Garamond Bold Condensed

Paper stock:

Strathmore Writing

Ultimate White Wove, Sub. 24

or

Hammermill Watermark

White bond, Sub 24

Ink:

PMS 300 and Black

BUSINESS CARD
SAMPLE



Making project management indispensable for business results.™

8 on 10 Point Garamond Book Condensed

**Project Management Institute
Component Name**

11 on 11 Point Garamond Bold Condensed

11 on 11 Point Garamond Bold Condensed

Address 1, Address 2, City, State, Zip Code
TEL: +1-012-345-6789 FAX: +1-012-345-6780
E-mail: contact@internet.com

8 on 9 Point Garamond Book Condensed

Your Name, Your Title

Address format should be correct for component's country.

Phone and Fax numbers should include country code and area code. (Country code not needed for North America, only 1+ before area code.)

Specifications:

North and South America: Business Card, 3.5" x 2"

Europe-Middle East-Africa (EMEA) and Asia Pacific: Business Card, 9cm x 5.5cm

Typography:

Garamond Book Condensed

Garamond Bold Condensed

Paper stock:

Strathmore Writing

Ultimare White Wove

Cover 80

or

Hammermill Watermark

White bond

Cover 80

Ink:

PMS 300 and Black



PMI NEWSLETTER

Project Management Institute / Component Name

Address 1, Address 2, City, State, Zip, TEL: +1-012-345-6789 FAX: +1-012-345-6780, E-mail: contact@internet.com

Line 1: 13 on 14 Point Garamond Bold Condensed

Line 2: 9 on 11 Point Garamond Book Condensed

Address format should be correct for component's country.

Phone and Fax numbers should include country code and area code. (Country code not needed for North America, only 1+ before area code.)

NEWSLETTER
SAMPLE

REQUIRED COPY

8 Point Garamond Book and Bold Condensed

12 on 14 Point Garamond Book Condense

PMI Global Operations Center, Four Campus Boulevard, Newtown Square, PA 19073-3299 USA, TEL: +1-610-356-4600, FAX: +1-610-356-4647, customercare@pmi.org

Making project management indispensable for business results.™