# Maine Dental Association

Visual Brand Standards
Preferred Business Partners

Version 3.0 | 2024

Parent Wordmark & Acronym

The MDA parent wordmark is the most visible component of the brand identity system. The wordmark distinguishes the organization from others through color, emphasis on the name of the organization and typography.

Shown to the right are two orientations of the MDA parent wordmark and acronym treatment.

Icon — Parent Wordmark

MAINE DENTAL ASSOCIATION

Horizontal

MAINE DENTAL ASSOCIATION

Stacked

MDA
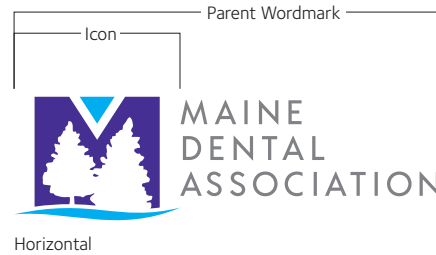
Acronym

Primary Brand Colors

The MDA parent wordmark and acronym utilize "MDA Purple", "MDA Blue", and "MDA Gray". This combination will be used on light solid backgrounds and light areas of imagery where there is sufficient contrast for the readability.

The parent wordmark and acronym must never be reproduced over a pattern or a busy image as this will compromise readability.

Four-color offset and digital printing techniques require CMYK (Cyan, Magenta, Yellow and Black) values.

To accurately represent color on screen, RGB (Red, Green, Blue) values and a corresponding hexadecimal (Hex) number are used.

MDA Purple

PMS	Pantone 2105C
CMYK	90/100/0/0
RGB	71/47/146
Hex	472f92

MDA Blue

PMS	Pantone 2995C
CMYK	100/0/0/0
RGB	0/174/239
Hex	00aeef

MDA Gray

PMS	Pantone Cool Gray 9C
CMYK	0/0/0/60
RGB	128/128/128
Hex	808080

Color Versions

Primary

The parent wordmark and acronym should appear in "MDA Purple", "MDA Blue", and "MDA Gray" whenever possible – this includes Pantone, CMYK, or RGB color versions. Use the color version on light backgrounds when there is sufficient contrast for readability.

Alternate Color Versions

In certain circumstances alternate versions are permissible.

One-color
The MDA parent wordmark or acronym may be reproduced in all black. When printing only in black all elements must be 100% black.

Color versions are available upon request (purple, blue, or gray).

Reversed
On dark backgrounds the MDA parent wordmark or acronym may be reversed out in white. There must be sufficient contrast to ensure readability.

Clear Space

The clear space is an area surrounding the MDA parent wordmark or acronym in which no competing typography or graphics may appear. The clear space on all sides of the acronym is equal to the height of the "M" in "Maine" or "MDA".
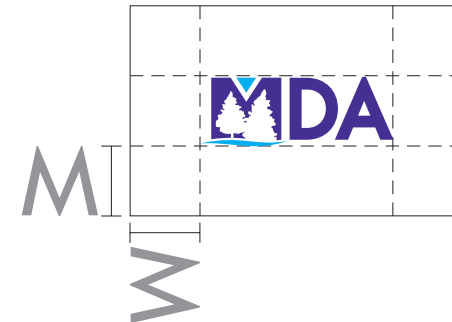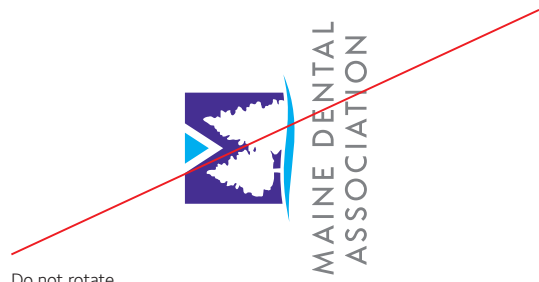
Usage Guidelines

The MDA parent wordmark and acronym may only be reproduced according to the guidelines.

• Do not attempt to recreate artwork.

• Always use approved MDA files.

• Do not alter the MDA parent wordmark or acronym artwork in any way.

Here are some examples of what not to do:

Do not rotate

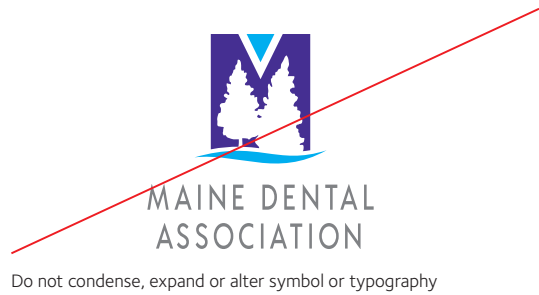Do not place in or on any shape

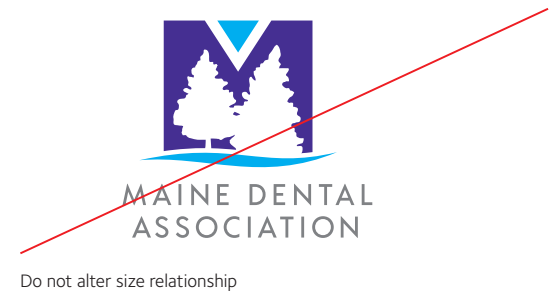Do not substitute different fonts

Do not alter composition

Do not place a color logo version on a dark background

Do not condense, expand or alter symbol or typography

Do not alter size relationship

Do not place on texture or pattern background

Do not use a one-color version other than black, purple, blue, or gray

Do not substitute other colors for MDA Purple or MDA Blue