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# **PMAP**

# **BRAND**

# **MANUAL**

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# PMAP Brand Manual

This manual serves as a guide in the application of the PMAP Brand/Logo in keeping the association's professionalism and integrity. Users of the logo are advised to strictly follow the guidelines stated herein.

The PMAP Brand/ Logo must strictly be incorporated only in official communications and informational materials in the promotion of PMAP. These include billboards, posters, print advertisements, brochures, flyers, website content, social media and the like. All materials bearing the PMAP Brand/logo must be checked and approved prior to publication.



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# **PMAP LOGO**

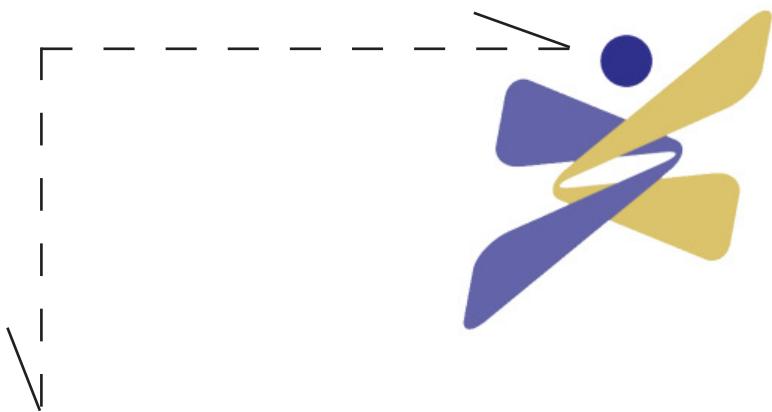
## Descriptions



Energizing, Expressing and Engaging. A stylized human figure taking a giant stride, leaping upward, represents the dedication and commitment of PMAP to maintain its position as the largest and most influential association of people managers in the country. It is large not just in numbers but large in its sphere of influence, as well as reach.

It is leaping upward to signify not only growth or progress, but to represent that PMAP delivers beyond expectations.

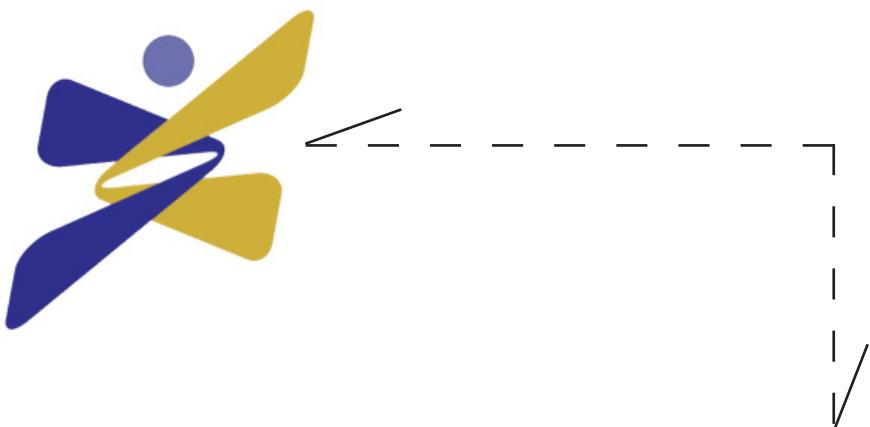
# The Head



As the premier association for people management, the PMAP is the beacon that guides its members and stakeholders to a more enlightened, competent, socially responsible, and influential sector of people managers committed to nation building. This is encapsulated and symbolized by the 'HEAD' of the human figure. After all, people lead business. People are the drivers not only businesses but drivers of our nation.

In this knowledge-driven economy, PMAP prides itself as the lead source of information and ideas to improve people management sector, to help create a positive and productive workforce and to empower its stakeholders to improve through PMAP's many courses and training sessions.

# The Body



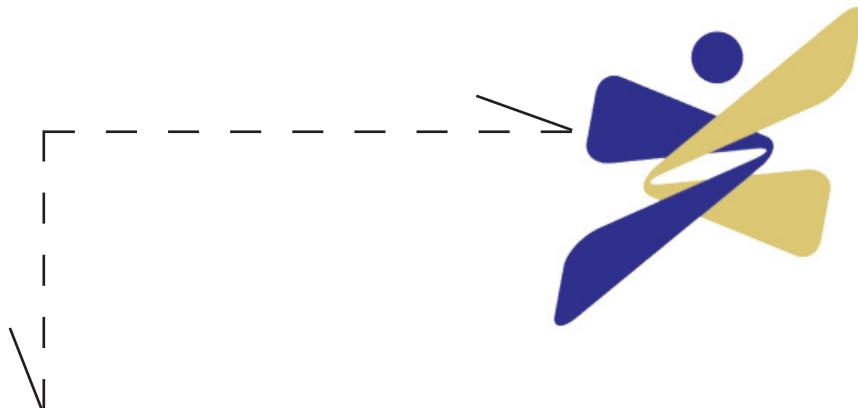
The 'BODY' represented by intertwined figures forms the arms and legs. A modern take on the 'Yin and Yang' - opposite elements while being complimentary in nature, mirroring the functions and roles of people management : as counselor, enabler, developer, strategist and leader in business. More importantly, it creates a sense of community - an interaction of stakeholders that further strengthens the goals and objectives in creating an improved people management sector. This interaction also aims to foster strategic development and management of Filipino human capital, the very core of what composes a nation.

These same two symbols hold together the legacy of its forefathers and the dynamism needed for a progressive, productive and future-ready PMAP, both nationally and globally.

# PMAP LOGO

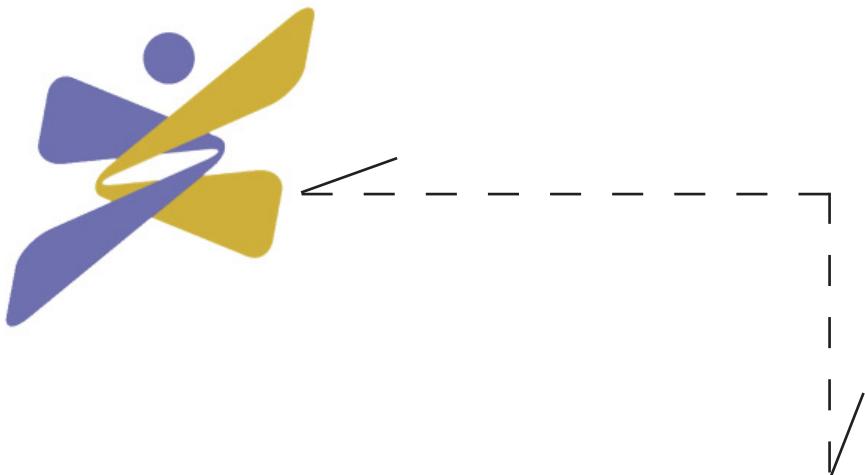
## Colors

### Blue



The color BLUE represents PMAP as a thought leader trustworthy, responsible, honest and loyal. It is conservative and persevering, exhibiting PMAP's legacy and progressive outlook. The color BLUE lends itself to communication, especially communication using the voice - speaking the truth through verbal self-expression - it is the teacher, the public speaker, the influencer leaning more towards person to person communication.

# Gold



The color GOLD represents the three dimensions of thought leadership: perspective, clarity, and novelty. Gold is a color which is associated with higher ideals, wisdom, understanding and enlightenment. It brings to light PMAP's optimistic and positive perspectives, it exemplifies PMAP's richness (in knowledge and application) with which it helps illuminate and enhance the people management sector.

# Gray

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The word PMAP is in gray, which is 75% black. The color dark gray is sophisticated, modern and young. It can be associated with intelligence similar to its use in the phrase “gray matter”. Gray can also be likened to silver, complementing the gold and blue colors of the logo. The year ‘1956’ is in 50% black or a lighter gray, being more subdued, to give more importance to the main elements of the brand identity rather than giving emphasis to the organization’s length of existence.

# **PMAP LOGO**

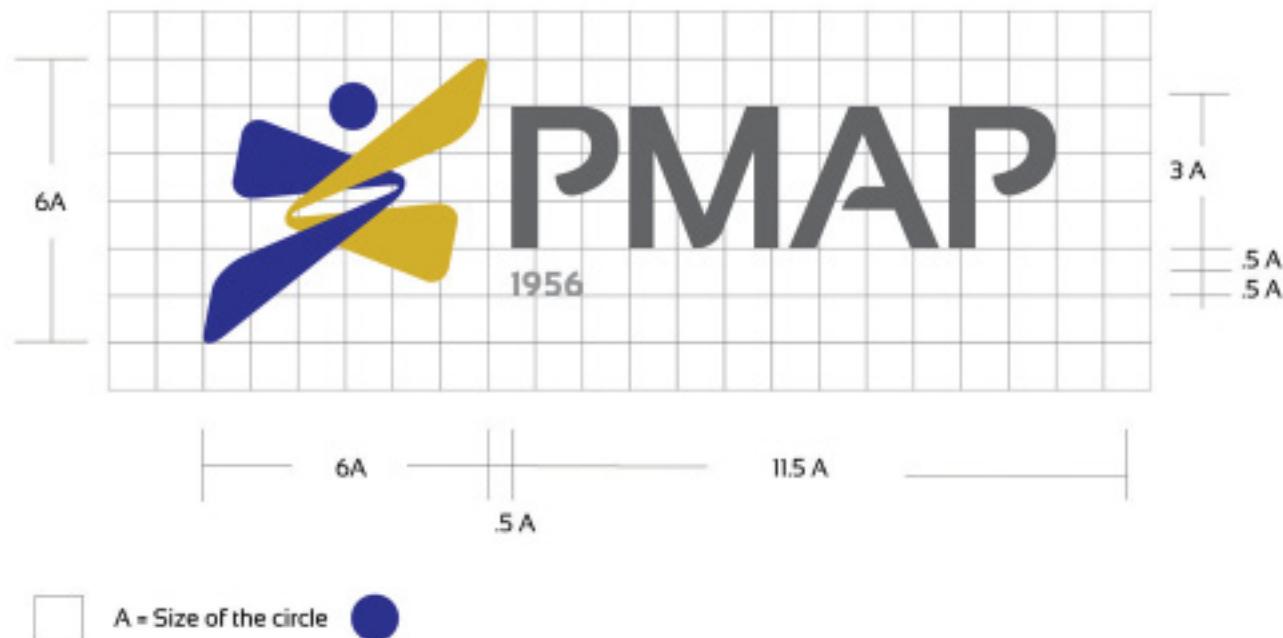
## Font Type

**PMAP**  
1956

The modified SANSATION font exhibits a younger, more dynamic but solid character further pushing PMAP into a digital and social minded workspace. The rounded edges complements the rounded corners of the identity symbol and adds a welcoming personality to the rest of the strong, sharp and upright letters forming PMAP.

# PMAP LOGO

## Measurements and Color Specifications



Pantone 072C



C: 100% Y: 0%  
M: 95% K: 3%

Black : 75%



Pantone 7752



C: 2% Y: 88%  
M: 13% K: 14%

Black : 50%



# PMAP LOGO File Formats

## .PNG File

File format best used for office documents and websites.

## .PDF File

File format with vector images that are best used for print productions.

# PMAP LOGO Applications and Requirements

## Full-Color Application



## One-Color Application



The PMAP logo must always have an “isolation area” or “bounding box” of 1/2 inch which should be preserved around the logo at all times.



PMAP logo with the full name of the association can be used only for official communications.



The position of the human figure in the PMAP logo can be altered or placed on top or left side of the PMAP text. It can also be separated but both human figure and PMAP text must be in one object (ex. baseball cap). This option is for round and square objects.



On a black or dark background, logo can be reversed to white or use the full color.



When the full-color logo is placed on a same color background, a white shadow must be placed to highlight the logo.



When the full-color logo is placed on a background with a light shade or pastel color, no shadow is needed.



For powerpoint presentations produced by PMAP, the documents must always bear the logo at the lower right corner with a height of 1.5 inch from the bottom and 1.5 inch from the right.



# PMAP LOGO In Use

## Letterhead, Envelope and Business Card



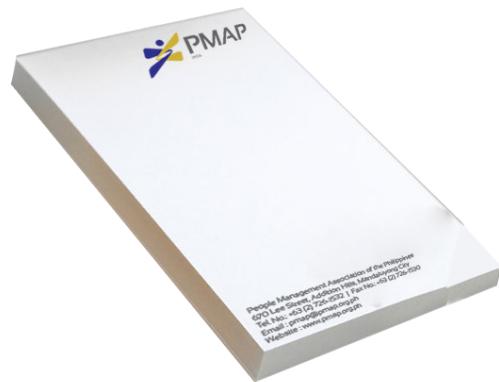
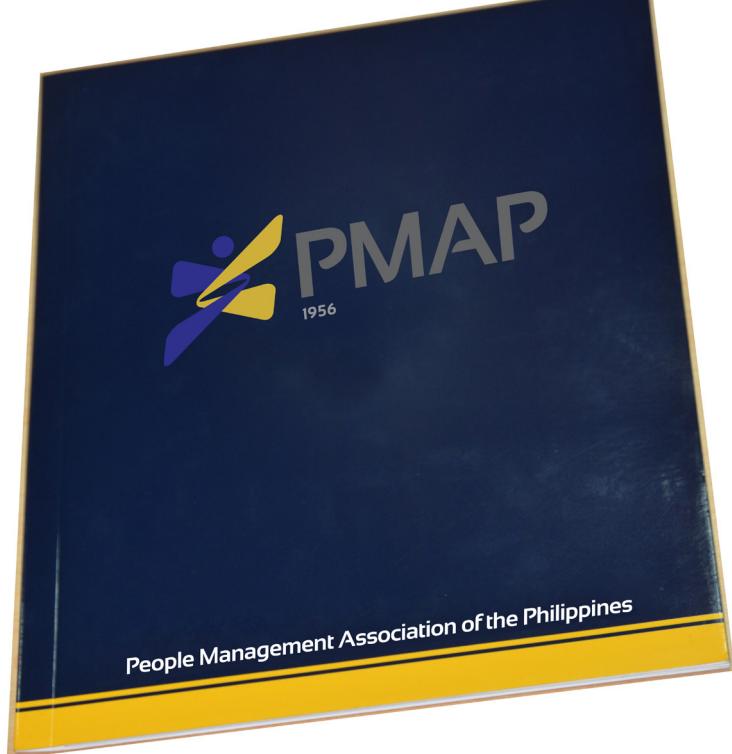
## Company T-Shirt





# Marketing Materials

## Folders, Brown Envelopes & Notepads



# PMAP Building



# Social Media



## **PMAP Flag**

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# PMAP LOGO

## Chapters and Use







Chapter names should fit within the PMAP text. If the chapter name is longer than the PMAP text place the next word on the succeeding line.

The size of the Chapter names should be 1/4 of the PMAP text.

# PMAP LOGO Restrictions

Do not alter colors.



Do not condense.



Do not stretch.



Do not transpose the human figure to the right side or below of the PMAP Text.



The human figure cannot be used as stand-alone.



Do not rotate or tilt.



Do not slant.



Do not write on the logo.



Do not use on busy background.



The PMAP Logo is the registered trademark of the People Management Association of the Philippines. The PMAP Logo may not be reproduced by any means or in any form whatsoever without written permission.

The PMAP Logo represents the People Management Association of the Philippines.

The PMAP logo was designed by Systembrand in 2018.



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