



ARMA INTERNATIONAL BRAND STANDARDS

Guidelines, Rules, and Positioning

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Introduction

Today, ARMA International competes with other organizations in an increasingly dynamic environment. Because of this, it is important for us to express a single, compelling voice in everything we do.

The totality of the logo, visuals, and words we use to describe the association will enable us to establish and maintain a clear, unified brand identity, both within the ARMA International community and beyond.

This document provides general guidelines for the visual and verbal articulation of the ARMA International brand, as well as specific directions for the application of our updated logo and related elements. We recommend that you refer to this guide as you develop external communications.

What is our brand?

Some people talk about brand and refer to slogans and logos. But it's so much more. Our brand is a reflection of everything we do and say, everything we print and broadcast, from mass communications distributed from HQ to local event recruitment at the chapter level.

It speaks to the satisfaction and emotional connection we provide our members and customers. It's how we talk about ARMA International and the message we send to prospective members through our marketing materials. It's the high quality and rigor of our education, certifications, and other resources and the work we do to help solve industry issues.

Why is it so important for us to articulate the ARMA International brand?

Establishing and communicating a clear and compelling brand helps people associate the ARMA International name with credibility and quality. In this electronic media age, when managing perceptions is especially challenging, we must assert our brand to define our place in the market and to lead for the long term.

This guide highlights a few of the key components important to the ARMA International brand. It includes messaging we can rally around and use to communicate consistently with others about who we are and what we promise, and it can help define our position in the marketplace. You'll also find updated visual identity guidelines for print, web, and other multimedia.

Please help ARMA International continue building its brand and a global reputation for excellence by following the guidelines presented in this brand standards and positioning guideline.

Using the ARMA International logo and brand identity

Follow these guidelines for using the logo and brand:

- The ARMA International logo may be incorporated into the design of an affiliate logo, but under no circumstance may that incorporation result in any design change of the ARMA International logo.
- Any use of the ARMA International brand identity or logo by affiliates and others must be approved in writing by ARMA International.
- The ARMA International brand may be used to direct people to the ARMA International website for information about managing records and information.
- The ARMA International brand may be used in commentary about the materials found on the ARMA International website.
- The ARMA International brand may not be used by ARMA International members or supporting organizations to promote a person or company's involvement in ARMA International. This restriction does not, however, preclude an individual member from indicating ARMA International membership on printed materials by using the statement "I am a member of ARMA International."
- It is also permissible for a business entity or other organization whose officers, directors, or owners are individual members of ARMA International to use the following phrase: "(Entity Name) subscribes to and supports the policies of ARMA International."
- The ARMA International brand may not be used in a manner that suggests that ARMA International supports, advocates, or recommends any particular product or technology.
- The ARMA International brand may not be used in a manner that suggests a product or technology is compliant with any ARMA International materials.
- The ARMA International brand may be used by affiliates as part of their standard description. For example: "XYZ Chapter is an official chapter of ARMA International, a not-for-profit professional association and authority on managing information as a strategic asset."
- The ARMA International brand may not be used in any materials that could mislead readers into believing the entity's event, publication, or product is sponsored by ARMA International. For example, chapters may not use the ARMA International brand in the promotion of a chapter event unless ARMA International and the chapter have a signed agreement allowing them to do so.
- The ARMA International brand may be used under a special arrangement with ARMA International, which must be in writing and carry the signatures of authorized personnel.

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Brand Promise

For Your Information...ARMA International

Provides quality, unbiased educational resources, relevant networking opportunities, and a valuable membership experience for those who manage information.

Key Messaging

1. ARMA International (www.arma.org) is a not-for-profit professional association and the authority on governing information as a strategic asset.
2. Formed in 1955, ARMA International is the most established and largest association for the records and information management (RIM), information management (IM), and information governance (IG) communities.
3. ARMA International provides industry-leading education, publications, and information on the efficient creation, use, retrieval, maintenance, preservation and disposition of information created in public and private organizations in all sectors of the economy.

Defining RIM/IG Internally:

ARMA International recognizes the value of both RIM and IG as crucial and corresponding components of effectively managing information as a strategic asset. In the simplest form, we identify RIM with the tactics and IG with the strategy of any successful information framework.

Brand Positioning Statement

For professionals who manage information as a strategic asset, ARMA International is the largest, most trusted, and most consistent provider of quality resources, unbiased education and training, relevant networking opportunities, and valuable member experience.

Competitive Advantage/Unique Selling Points

Currently, ARMA International has several key resources that serve as unique selling points when compared to competitor offerings. They are:

1. American National Standards *Records and Information Management GRE Competencies*
2. Standards and best practices
3. Industry-leading education
4. *Information Management* magazine
5. ARMA Live! The profession's largest and longest-running conference
6. Generally Accepted Recordkeeping Principles[®] (Principles)
7. Information Governance Maturity Model
8. Information Governance Professional certification
9. Next Level: Information Governance Assessment

The ARMA Personas

Core



These are the standard ARMA members. They identify with RIM values and are generally happy with their job and careers. They are most likely interested in core education and resources. Use a retention-focused message with these members.

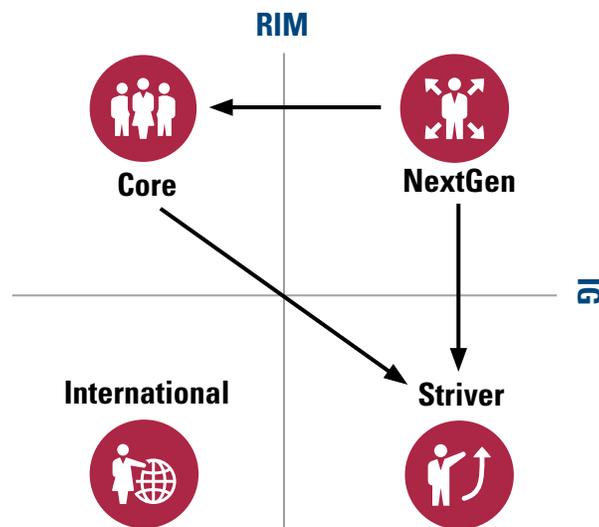
- Generation X
- Predominantly female
- Bachelor's degree
- In the profession 5-14 years
- Not a supervisor
- No post-professional certification
- Primary focus is records management and document control
- Influencer
- Annual household income: \$40,000-\$59,999
- Significant representation in the southern United States
- Does not regularly attend chapter meetings
- Is not likely to attend conference regularly

New to Industry/Job Responsibility (NextGen)



These are younger professional and/or those who have recently been requested to manage information as part of their job description. They could be in any industry, but will have a need for IG and RIM resources to grow their career. This persona will eventually transition to Core or Striver. They will look to ARMA for resources, education, and networking. They will be interested in virtual and live education opportunities.

- Recruitment target
- Will tend to identify as a Millennial or young Generation X
- If perceived ARMA value turns into real value, they will transition to Core or Striver
- Will be less price-conscious if they perceive value



Striver



These are senior-level professionals. If they are not decision makers, they hope to be in the future. They are ideal candidates for IGP and IG.Genius education. They would most likely be interested in leadership opportunities at the chapter/region levels.

- Established in career
- More likely to be female than male
- Place value in networking and leadership opportunities
- More likely to attend conference regularly (most having reported attending four or more)
- Regularly attend chapter meetings
- Loyal ARMA International members, they may not find value in educational offerings at this point in their career
- May have transitioned out of Core or come to ARMA at some point along the career "pathway"

International



These are IG/RIM professionals interested in remote education at all of our competency levels. The key will be to communicate and provide general awareness of our products and services that are yet untapped with this audience.

- This is a big area of opportunity for the association. While we do not have an international strategy in place yet, we recommend looking at this market as an opportunity for growth.
- Further research will need to be conducted to ascertain exact demographic/persona traits.

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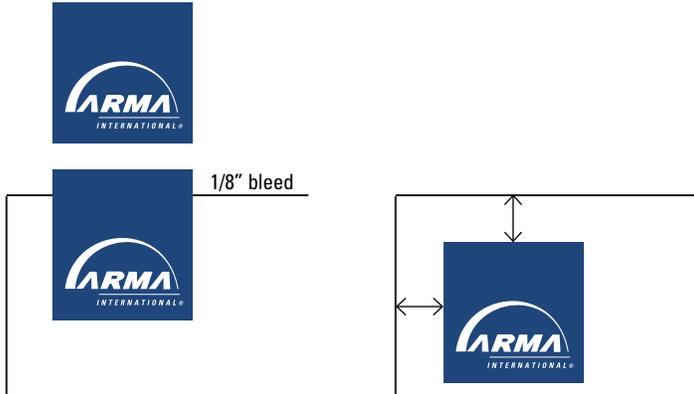
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The ARMA International Logo

How the ARMA International trademark appears in use is critical to ensuring the association's brand is consistent and strong. The following guidelines specifically address the graphic presentation and reproduction of the ARMA International trademark.

Logo Usage

The blue tag ARMA International logo is the version seen below. **This version is intended as an introduction of the ARMA International brand, not as a signature to close a communication.** Its use should allow the top to bleed off the edge of the layout like a tag on top of photography, illustration, or color fields in the layout. The logo bleed should be 1/8". When a bleed is not possible, the logo should be equal distance from the edge of the page on the top and left. This blue tag logo is a white logo in a blue box, which becomes visually more prominent and associates the color with the corporate mark.



Logo Color

As used on ARMA International letterhead stationery, the ARMA logo color is Pantone Matching System® (PMS) 654 blue.

The logo may also be reproduced in black or 70% black (PMS 424). No other color combinations are allowed.



PMS 654
C:100 M:83 Y:26 K:11
WEB: 003366



Black
C:0 M:0 Y:0 K:100
WEB: 000000



PMS 424
C:0 M:0 Y:0 K:70
WEB 666666

Scaling and Proportion

When using a scanned image in desktop publishing, be careful to scale proportionally when changing the size of the logo to avoid distortion as shown below. Do not crop the logo.



The blue tag logo can stand alone, with a headline, with the web address, or the tagline "For Your Information" as in the samples below.



Logo Art Available from Headquarters

Digital images of the ARMA logo are free from ARMA International headquarters, in both color and black/white versions.

Additionally, headquarters can provide chapters with clip art of the logo and theme line for each year's annual conference.

Color

The ARMA International logo colors are Pantone Matching System® (PMS) 654 (blue), 704 (red), and PMS 424 (grey).



PMS 654
C:100 M:83 Y:26 K:11
WEB: 003366



PMS 704
C:19 M:100 Y:91 K:11
WEB: 993333



PMS 424
C:0 M:0 Y:0 K:70
WEB 666666

These are the primary corporate colors for ARMA International. The existing blue/red/grey corporate palette may be expanded to include the use of both dynamic and neutral colors that complement each other as long as the integrity of the brand is not diminished. The color scheme must be approved by ARMA International's art director at headquarters@armaintl.org.

Font

Print:

The preferred font is the **Univers Condensed** family, which includes:

Univers Light Condensed
Univers Light Condensed *Oblique*

Univers Condensed
Univers Condensed Oblique

Univers Bold Condensed
Univers Bold Condensed Oblique

Univers Condensed should be used for headlines and body copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

When Univers Condensed is not available, the **Arial Narrow** font family is an acceptable alternative.

Arial Narrow Regular
Arial Narrow Italic

Arial Narrow Bold
Arial Narrow Bold Italic

A serif font that pairs well with Univers Condensed and Arial Narrow is **Century Schoolbook**. Use it for text-heavy publications.

Century Schoolbook Regular
Century Schoolbook Italic

Century Schoolbook Bold
Century Schoolbook Bold Italic

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Letterhead

Corporate stationery, envelopes, and business cards use the blue tag logo. When you print envelopes and letterhead, one color is permitted, using either PMS 654 (blue) or black for cost savings.



Program Badges

All ARMA International-approved programs that need an identity will have a badge created, as shown below.

Do not create your own badges, logos, or other identities; work with the HQ art director to create them.

Based on the particular program name and any associate levels, descriptors, etc., there are several options for the exact layout of the badge, as shown below. But the overall design, including the font, remains the same for all programs.

External programs all use the same background color. Examples of the various layouts:



Company Name

When using the company name, please use the ARMA International brand name in its entirety for all marketing communications.

E-mail Signature

The corporate e-mail signature should be in the following format (sample below).

- Name and title: 11pt Arial Narrow Bold. Use the colors “Cayenne” and “Midnight” for name and title.
- Company name, address: 10pt Arial Narrow
- Contact information: 10pt Arial Narrow, underlined and linked
- ARMA Blue Tag with “For Your Information” tag line

Name

Title

ARMA International
11880 College Blvd., Suite 450
Overland Park, KS 66210 USA
+1 913.312.5561

your.email@armaintl.org

www.arma.org



For Your Information

Aside from editing the contact information, do not alter the layout in any way, including adding/changing colors or changing the font.

Throughout the year, you may be asked to add additional graphics or promotions above the signature (e.g., annual conference or other events).

E-mail Font

The font selected for e-mail correspondence is **Arial**. This font is the default on all corporate computers. Please do not change the font for any correspondence that is official ARMA International business.

Website

The font selected for the website is **Arial**. Current font sizes are 17 pt. for headlines, 15 pt. for subheads, and 13 pt. for text.

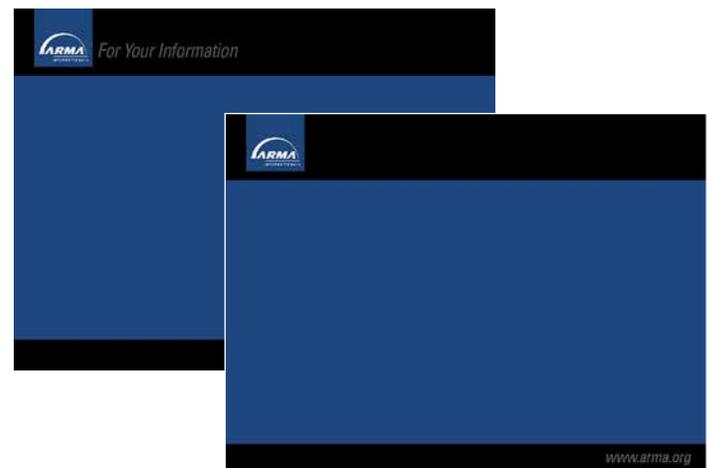
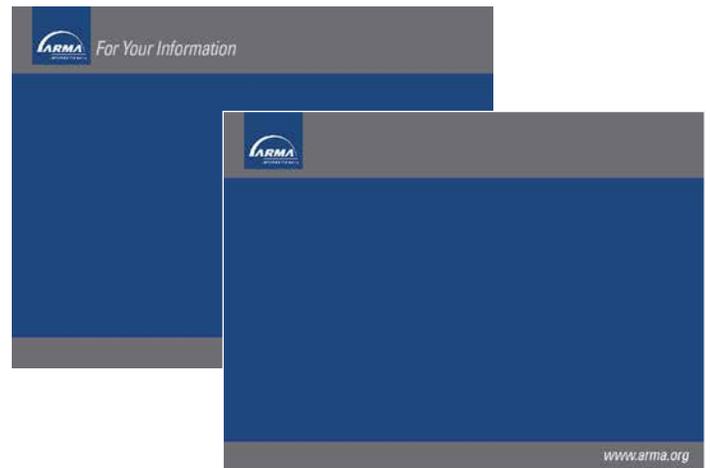
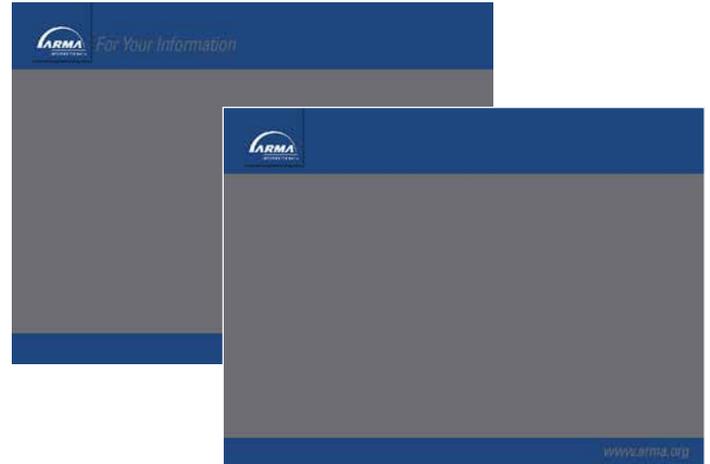
The font color is black. No other color should be used. Exceptions may be made for embedded colors that are already in the headlines or sub-heads.

Art

Images are created through the HQ art director. He or she will determine the size and color of the images that should be placed within the content, and he or she may determine placement as well.

Presentation Templates

There are three options for PowerPoint templates for ARMA International. These are available in both standard and wide-screen formats.



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Media and Public Relations

Crisis Communications

During a crisis or incident that disrupts normal operations, ARMA International has procedures for communicating with the media and public.

- The marketing and communications team will direct and coordinate crisis communications messages and will serve as the official written voice of the association.
- The ARMA CEO and BOD president are authorized to communicate emergency information on behalf of the association once they are briefed on stance and messaging.
- Approved channels of communication include, but are not limited to: e-mail, voice-mail, text messages, www.arma.org, and news releases.

Incoming Media Inquiries

- Incoming media inquiries should be directed to the director of marketing and public relations, who will review the request and facilitate the interview process (e.g., securing experts that need to be included as part of the response, etc.).
- Many media outlets have immediate deadlines. Please know that it is just as important to promptly let us know that you can't accommodate a request as it is to let us know that you can.

Spokespeople

When public comment on behalf of ARMA International is requested, an appropriate spokesperson will be identified by the marketing department. Employees are always free to discuss any topics related to their areas of academic or professional expertise, but they should not speak on behalf of the association unless designated as a spokesperson.

Social Media

Try to add value. Provide worthwhile information and perspective. Content should focus on the 80/20 rule (80% engaging, 20% sales/product focused).

Don't pick or participate in fights. Be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.

When moderating, police only where we have to. Trust our users as much as is reasonable.

Tone of voice: It's a conversation. Talk to your readers like you would talk to real people in professional situations. In other words, avoid overly pedantic or "composed" language. Don't be afraid to bring in personality.

Website

Overall goals of www.arma.org are to:

- Serve as the primary communication tool for our members and the community
- Clearly state who we are, what we do, and what we can do for our audience
- Entice membership registration
- Provide educational resources to members and be *the* place for members and potential members to turn to for all things RIM/IG
- Increase search engine optimization
- Serve as a community for our members

Note: The look and feel of the websites for the conference and for *Information Management* magazine should be complementary to ARMA International's brand standards but should remain separate entities.

Content

- Keep content clear and concise. Limit paragraphs to four sentences or fewer. Add bullets for detailed explanations.
- On average, pages should not be more than three clicks deep.
- Call to action needs to be prominent.
- Maintain a professional, engaging tone throughout each page.
- Follow Associated Press style.
- Directions, step-by-step instructions, explanations, and lengthy details should all be put into a PDF and linked as additional information.

Target Audience

Our target audience includes members and potential members. These guidelines apply to all four personas, with the exception of "International" (see page 3), which will be built out in time.

For More Information

ARMA International
11880 College Blvd., Suite 450
Overland Park, KS, 66210

800.422.2762
www.arma.org