



# NRMCA

## Style Guide

### Member Use Only

NRMCA provides a dedicated set of logos specifically for producer and associate member usage.

Follow a few easy rules to ensure consistency of our brand and appropriate usage of the NRMCA name.

- **DO** use only the dedicated “NRMCA member” logo.
- **DO** use this logo on your website and your email signature – anywhere your customers would benefit from knowing you are part of the industry voice for the ready mixed concrete industry.
- **DO** link the logo to our website ([www.nrmca.org](http://www.nrmca.org)) wherever possible.
- **DO** use the appropriate colored logo for your website design. We provide a green logo for a light background as well as a white logo for dark colored backgrounds.
- **DO NOT** use these logos in any manner that implies NRMCA endorsement of a product or service.
- **DO NOT** recolor, change proportions, add or remove text or otherwise modify the logo.

**DO NOT**



text added



logo recolored



logo distorted

**DO use the correct logo**



white logo for  
darker  
background



#### PLEASE Ask Questions!

If you have any questions on how or when to integrate the NRMCA member logo on your website, your email signature, or any other customer or industry facing collateral PLEASE email NRMCA membership: [membership@nrmca.org](mailto:membership@nrmca.org)