



The FAMA member logo is the official trademark of the Fire Apparatus Manufacturers' Association, and is authorized for use only to signify membership as directed by the association Board of Directors.

FAMA encourages the use of its logo in conjunction with company advertising or literature. The logo must stand alone and should appear below all text, occupy no more than 10% of the total page size and be placed in such a manner so as not to imply in any way endorsement or certification of the company or its products.

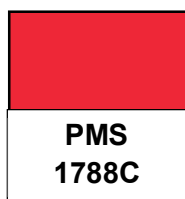
Colors – Color provides a strong visual link to our brand identity across a wide range of applications. FAMA's red and gray serve as our brand's colors for print, electronic and environmental applications. Proper application of the FAMA signature is essential for promoting, maintaining, and protecting our brand. Adhere to the specifications in these standards and use high-quality vendors and reproduction methods to ensure consistent representation of our brand.

The preferred color configuration of the FAMA's signature is in full color and should be used whenever possible.

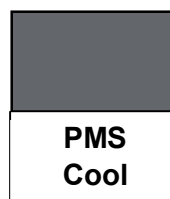
Based on the applications and reproduction requirements, there are three ways to reproduce the FAMA signature: four color process, Pantone Matching System (PMS) and one color printing.

The FAMA signature is acceptable in 3 different color schemes.

1. Flaming portion of the %Flaming Shield+and letters F, A, M, A, in **PMS 1788C** the upper left edge of the %Shield+vertical bar and remaining text in **PMS Cool Gray 10C**
2. All Black (including flame)
3. All White (including flame)



RGB	238	39	55
HEX/HTML	EE2737		
CMYK	0	88	82 0



RGB	99	102	106
HEX/HTML	63666A		
CMYK	40	30	20 66

No other color combinations are acceptable!