Welcome to the Peak Load Management Alliance (PLMA)! We have included our logo files with this letter for your use in both print (EPS & JPG) and on the web (PNG).

Anyone within your company may use the logo and you do not need to get our approval before using it in your materials. We just ask that you send us a copy or a link to the finished product.

We encourage you to hyperlink the logo to PLMA's home page at www.peakload.org when using in online applications to improve your SEO results and ours.

Please use your discretion to use the PLMA logo in a way that shows your organization is proud to be an association member. Please do not use the logo to imply the association's endorsement of your product/service offering.

PLMA Logo Styles

There are three approved versions of our logo in various file types for use in large or small format print and web. There are no restrictions on using our logo but we would like you to follow a few guidelines.

Please do not place our logo over a busy background. A solid background color is preferred, white or black is best. Keep text and other graphics a minimum of 1/4" away from the logo.

At no time should the logo be cut up. The logo was built as one unit and should not be separated from each other or recreated in colors, fonts or versions other than shown in this document.

Minimum logo size for print should be .5 inches. Logo should be scaled proportionately.

PLMA Color Logo files:
Please try and use this color version first in projects.

PLMA Black Logo files:
For grayscale or b/w projects.

PLMA White Logo files:
Use this version for dark backgrounds.

PLMA Colors
Primary Colors

Pantone 330c	Pantone 556c
RGB: 0R, 82G, 77B	RGB: 95R, 163G, 108B
CMYK: 91C, 46M, 64Y, 37K	CMYK: 42C, 0M, 34Y, 36K
Hex: # 00524D	Hex: # 5FA36C

Secondary Colors, including black and white

Pantone 7487c	Pantone 2925c	Pantone 1815c	Pantone 1215c
RGB: 123R, 209G, 116B	RGB: 1R, 155G, 255B	RGB: 125R, 31G, 26B	RGB: 253R, 210G, 103B
CMYK: 42C, 0M, 44Y, 18K	CMYK: 100C, 39M, 0Y, 0K	CMYK: 30C, 95M, 95Y, 38K	CMYK: 0C, 17M, 59Y, 1K
Hex: # 7AD174	Hex: # 019BFF	Hex: # 7D1F1A	Hex: # FDD267

PLMA
Load Management Leadership

Included with your branding kit are Powerpoint templates with the file extension of .potx.

One template is for smaller square presentations, the other for wide screen. Anyone within your company can use these templates.

Using the Templates

To use a template for your next presentation, simply open the .potx file in Powerpoint and then do a **Save As** and under **Save as Type** choose Powerpoint Presentation from the drop down. Then simply add your content into the white area of the presentation.

The templates are set up for any type of slide layout you need for your presentation: title, blank, bullets, etc. Here are some guidelines to keep in mind:

- Font used is Calibri.

- PLMA primary and secondary colors should already be available in the template. If not, below are the color numbers you can use.

- The title for each slide should be in PLMA green.

- Bullets should be in light green with the text in black.

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Primary Colors

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RGB: 0R, 82G, 77B	RGB: 95R, 163G, 108B
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Hex: # 7AD174	Hex: # 019BFF	Hex: # 7D1F1A	Hex: # FDD267