

The image features a dark blue and purple background with a stage scene. A woman is standing on a stage next to a podium, with large 3D letters spelling 'ARMA' behind her. The background has a pattern of concentric, glowing arcs. Overlaid on the left side is a large white graphic consisting of a semi-circle above the text 'ARMA BRAND GUIDELINES'.

# ARMA BRAND GUIDELINES



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# WELCOME

This guide highlights a few of the key components important to the ARMA International brand. You'll also find updated visual identity guidelines for print, web, and other multimedia.



# ABOUT ARMA INTERNATIONAL



ARMA International is the community of records management, information management, and information governance professionals who harness the benefits and reduce the risks of information.

# BRAND MISSION, VISION AND VALUES

## Mission

ARMA International is committed to providing our community of members and information management professionals with industry best practices and opportunities for professional development, ongoing education, and networking.



## Vision

ARMA is the driving force in the promotion and advocacy of information management professionals.

## Values

ARMA International is committed to finding innovative ways to provide our personal and professional communities with guidance, learning, development, and opportunity. We value the open exchange of ideas, good governance, free flow of information, and thought leadership by seeking diversity, inclusivity, and equity in all its forms.

# BRAND POSITIONING

## TARGET MARKET

ARMA International is targeted towards the community of records management, information management, and information governance professionals who harness the benefits and reduce the risks of information.

## PRODUCT POSITIONING

ARMA products are designed to support community members professional and career advancement with forward-thinking education and cutting-edge business tools - everything members need to successfully navigate the full information cycle.



# LOGO IDENTITY



How the ARMA International trademark appears in use is critical to ensuring the association's brand is consistent and strong.



Primary Logo



# TYPOGRAPHY



**Aa**

**Gotham**

**Black**

**Aa**

**Gotham**

**Bold**

**Aa**

**Gotham**

**Medium**

**Aa**

**Gotham**

**Book**





# ARMA COLOR PALETTE

#0B3857

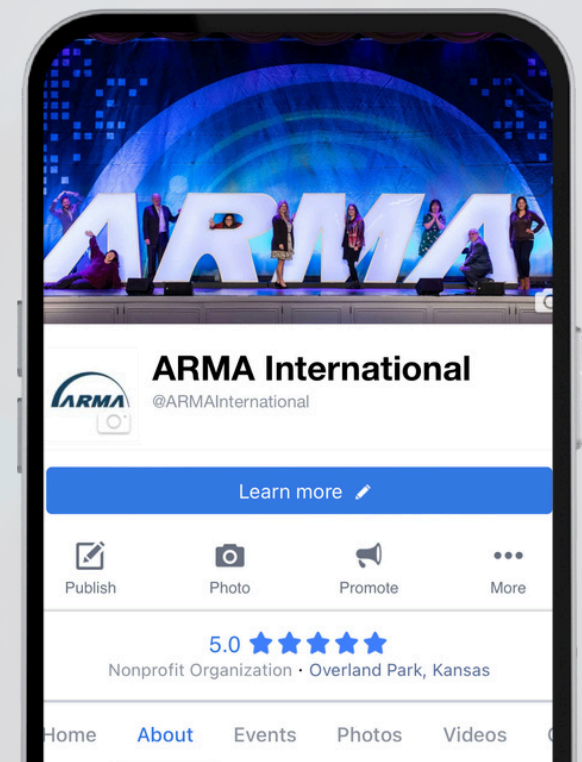
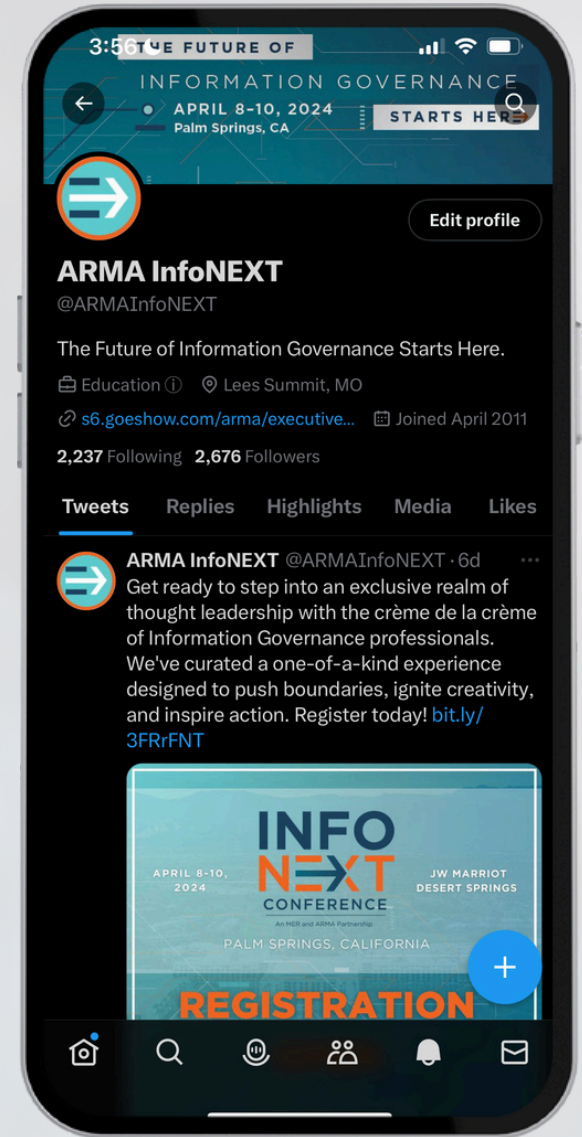
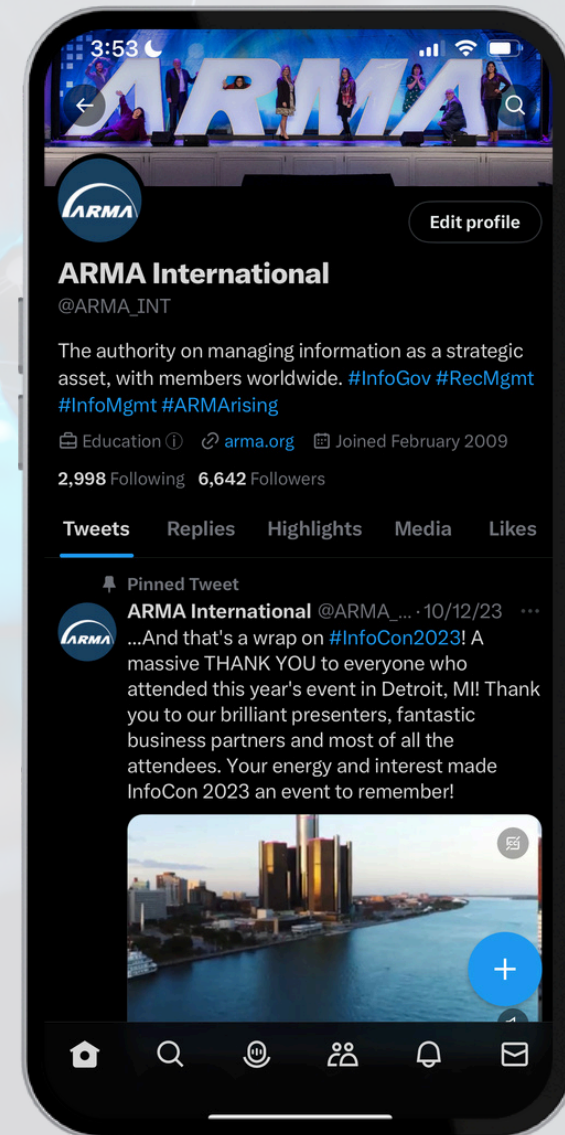
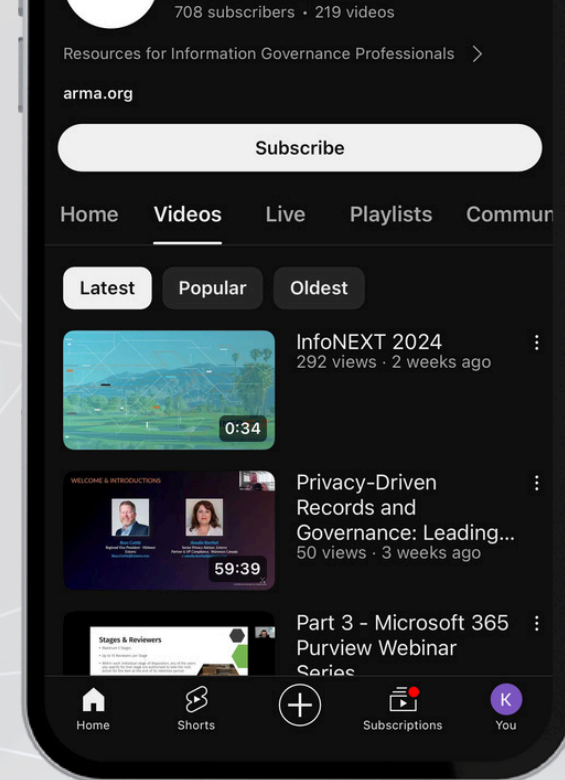
#1F9CF0

Our color palette is a visual representation of our brand's personality. We want our audience to know we are trustworthy and passionate about what we do. The ARMA Blue is our most identifiable asset.

#419299


#6D6E71

# SOCIAL MEDIA ACCOUNTS




# CONTACT US



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