THIS IS YOUR DEFINITIVE GUIDE TO THE ASSETS THAT MAKE UP THE CALIFORNIA MEDICAL ASSOCIATION (CMA) CONTINUING MEDICAL EDUCATION (CME) PROVIDER SEAL

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CMA ACCREDITED AND ACCREDITATION WITH COMMENDATION PROVIDER SEAL

CMA Provider Seal
Providers accredited by CMA are welcome to use the CMA Accredited seal for educational and identification purposes, and in announcements related to their attainment of CMA accreditation. While the seal may be resized, the original aspect ratio should be maintained (it should not be stretched or condensed in a way that causes it to become distorted). Except for resizing, no other changes can be made.

CMA-accredited providers that have achieved Accreditation with Commendation may also use the CMA Accredited with Commendation seal for educational and identification purposes and in announcements related to their attainment of Accreditation with Commendation.
### LOGO LOCKUP & CLEAR SPACE

**Note**
In print and web, all elements must be placed outside of the blue stroke. The clear space between the blue square and the inner square (the edge of the logo space) is equal to the height of the caduceus.

### MINIMUM SIZE

**Note**
Follow the above minimum size guidelines to ensure readability in both print and web.
DON’T DO THIS

1. Stretch, scale or change the placement of any part of the logo.
2. Use effects such as drop shadows on the logo.
3. Outline or add a stroke to the logo.
4. Let any graphic elements violate the logo clear space.
5. Alter the color of the logo.
6. Change the typeface of the logotype.
7. Place the logo on any color background. Follow the logo guide when using the reverse logo.
8. Place the logo over busy photography or backgrounds.
9. Use old logo versions.

*The DO NOT list should apply to both CME Provider Marks.

DO NOT

1 2 3
4 5 6
7 8 9

CONTINUING MEDICAL EDUCATION PROVIDER MARK | 9
CME PROVIDER MARK COLOR PALETTE

CMA Navy Blue
PMS: PANTONE 7694 C
CMYK: 100 57 9 52
RGB: 04 43 70
Hex: #042B46

CMA Light Blue
CMA Parent Brand use only
PMS: PANTONE 3115 C
CMYK: 59 0 14 0
RGB: 24 196 214
Hex: #18C4D6