

Club Management Association of America

Brand Guide 2024



**CLUB
MANAGEMENT
ASSOCIATION
OF AMERICA**

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Effective September, 2024

Welcome to the CMAA Brand Guide

CMAA's Mission

The Club Management Association of America advances the profession of club management by fulfilling the educational and related needs of its members.

This mission is accomplished through the following strategic priorities:

- Providing state-of-the-art educational programs;
- Representing the members to allied associations, club members and a broader public; and
- Providing unique information and resources that increase member performance and career potential.

CMAA's Brand Promise

CMAA provides its members with the expertise to deliver an exceptional club experience that fulfills the unexpressed needs and desires of its members and guests consistent with their lifestyles. We enhance our members' success by offering professional leadership development, ethical standards, and responsive services.

Purpose of the Brand Guide

The primary function of our brand is to promote and support our mission by communicating the value and quality of our education, networking opportunities, and other services to help club management professionals and those working in the club industry identify with the brand. The CMAA brand should be consistently communicated through every brand touchpoint to increase awareness, build member loyalty, and create a positive CMAA experience.

CMAA Style Guide

Editing Note

CMAA's official communications (e.g., correspondence, program materials and agendas, position statements, guidelines, policies, standards, newsletters, press releases, marketing content, social media, and other online content) follow the CMAA Style Guide.

This style guide lists supplements several standard style guides, dictionaries, and other reference material.

If you can't find something in our style guide, look in these references or refer your question to the Communications team.

- FIRST source for style and spelling: CMAA Common Communications/Elements
- This reference includes exceptions to the two resources noted below (as well as reminders of some style rules and word treatments found in these resources.)
- SECOND source for style: Current edition of The Chicago Manual of Style
- SECOND source for spelling: Current edition of Merriam-Webster dictionary.

Common Acronyms, Elements, & Words

A

acronyms

Spell out full name the first time it appears and follow with acronym in parentheses – Club Management Association of America (CMAA) or can be referred to as the Association.

The Club Foundation (CF) can be referred to as the CF or the Foundation. If the acronym appears in the sentence immediately following the one in which the name appears, do not include the acronym in the first sentence.

Examples:

Correct: We work at the Club Management Association of America. CMAA is in Alexandria, VA. The Association is a short walk from the King Street metro.

Incorrect: We work at the Club Management Association of America (CMAA). The Association is in Alexandria, VA, a short walk from the King Street metro.

Active Voice

Active voice should be used instead of passive voice

ALLCAPS

Allcaps text should be avoided within webpage or print copy, including headers

Ampersand (&)

Use & only in display type (for ex., heads and subheads) or when citing a business or firm that has an ampersand in its title, not in text. May be used in job titles.

B

Bulleted lists (aka vertical lists)

A vertical list is best introduced by a complete grammatical sentence, followed by a colon. Items carry no closing punctuation unless they consist of complete sentences. If the items are numbered, a period follows the numeral, and each item begins with a capital letter.

OR

In a numbered vertical list that completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between

the items, and a period should follow the final item. Each item begins with a lowercase letter. Such lists, often better run into the text, should be set vertically only if the context demands that they be highlighted. If bullets were used instead of numbers in the example above, the punctuation and capitalization would remain the same.

C

capitalization

In headlines, capitalize the following:

- first and last words of headline;
- nouns, pronouns, adjectives, adverbs, and verbs (including “Are” and “Is,” but lowercase “to” in “to Be” because of infinitive rule; lowercase articles – e.g., “an,” “a,” “the”).

With titles, follow these capitalization samples:

- Michele Gyuras, Manager, Member Solutions, CMAA
- CMAA Member Solutions Manager Michele Gyuras
- CMAA’s coach Kevin MacDonald (coach is the name of a profession and an adjective, it is not a title).

Lowercase letters in words that are not proper nouns/names (i.e., when not a proper noun, lowercase “p” in partnership, “s” and “a” in silent auction, etc.).

Always capitalize the following:

- chairman titles (Education Chairman)
- The Club Foundation
- Chapters
- CMAA Board of Directors (but: the club’s board of directors)
- CMAA department names (Education Department)
- committee names (CMAA Bylaws Committee; but: the chapter’s bylaws committee)
- Conference, Pre-Conference, At-Conference

- names of clubs and chapters (“Golden State Chapter” – but “several clubs belong to CMAA chapters”)
- membership status (Professional or Alumnus)
- types of certification credits (CMI Education credits, Association Activity credits)

clubhouse

Use as one word.

ClubCareers

Official brand name as one word.

Club Resource Center (CRC)

Official brand name as one word.

comma

Use the oxford (serial) comma. It is a comma placed immediately after the penultimate term and before the coordinating conjunction in a series of three or more terms. For example: This program includes breakfast, lunch, and dinner.

CMAA Partnership Network

Official brand name. Refer to individual partners with their official brand name as stipulated below:

Club Benchmarking

Club Car

Two words.

ClubProcure

One word, no space.

Entegra

E-Z-GO

All capital letters.

GGA Partners

John Deere Golf

Jonas Club Software

KOPPLIN KUEBLER & WALLACE

McMahon Group

Pulsar Security

Royal Cup Coffee and Tea

RSM

Toro

Logo should be followed by “Count On It.”

Continuation notations on formatted pages

Most specifically applicable to Club Management magazine, Board Brief, and publications designed for print (Research Reports, Annual Report).

The notation of “continued on page X” is used when the item ends with the period and the article continues on a jump page. The notation is not used when item breaks in the middle of the sentence and continues on the next formatted page.

D

database

One word.

dates

Dates should be listed in written out format and not using abbreviation.

Example: June 21, not 6/21/24

En dashes should always be used for spans or ranges of numbers, dates, and times. There should be no spaces around an en dash. Example: October 6–11, or 6:00–7:00 p.m.

Do not list the current year when listing dates. A future date within the same year should not be listed. Years should only be listed when it occurs in the following year(s).

Example: Today is June 21.

The next World Conference & Club Business Expo will be held February 5–9, 2025.

decision makers

Two words.

decision-making

Hyphenated word.

degrees

Spell out (78 degrees); do not use symbol.

DVD

E

ellipses

Example: Learn... Celebrate... Connect!

A fourth dot represents the period at the end of a sentence.

email

No hyphenation of this word.

Do not italicize in text.

Make clickable on web or in digital publications

Email Signature

The following details should be included in every CMAA staff member’s email signature.

Jeff Morgan, FASAE, CAE
President & CEO

Club Management Association of America
1733 King St, Alexandria, VA 22314
Phone: 703-739-9500 ext. 260*

*Including extensions is optional.

Em Dashes

Em dashes can be used in pairs to mark off additional information that is not essential to understand the sentence—functioning similarly to parentheses or a pair of commas. An em dash can also be used to mark a break in a sentence in place of a semicolon or colon. In this context, dashes are often used for emphasis or to signal a change in tone.

Use an em dash instead of two hyphens.

There should be no spaces around an em dash.

Example: Dark, leafy greens—such as spinach, kale, and chard—are an important part of a healthy diet.

En Dashes

Should always be used for spans or ranges of numbers, dates, and times. There should be no spaces around an en dash. Example: October 6–11, or 6:00–7:00 p.m.

Events

Always use official names and acronyms.

Business Management Institute (BMI)

BMI Club Management

BMI General Manager/Chief Operating Officer

BMI Food & Beverage Management

BMI International

BMI Golf Management

BMI Leadership Principles

BMI Tactical Leadership

BMI Sports & Recreation Management

BMI Strategic Leadership

BMI Wine & Food Experience

Joe Perdue Certification Review Course

Capital Improvement Symposium

Chef Summit

Club Wellness Summit

Communications Summit

Governance & Leadership Symposium

Human Resources Symposium

Leadership/Legislative Conference (LLC)

Membership & Marketing Summit

Mid-Management Conference (MMC)

National Student Education Conference (NSEC)

**World Conference & Club Business Expo
(World Conference)**

exclamation points

For effective emphasis, use sparingly—only for commands and true exclamations (“Stop!” and “What a wonderful event!”; but “Plans for the event are wonderful.” and “Join us for this wonderful event.”); rewrite content to prevent more than a few exclamations/commands per publication.

F

Fewer than or Less than

Fewer is used for things you can count; less than is used for things you can’t count.

G

golf car

Not golf cart

H

health care

home page

hyphenation

No hyphen is used in a compound modifier when the adverb or adjective ends with “ly” (e.g., a closely guarded secret).

I

internet

Lowercase i.

iPhone or iPad

Brand names that begin with a lowercase letter followed by a capital letter now retain the lowercase letter even at the beginning of a sentence or a heading.

L

Leadership/Legislative Conference (LLC)

Official event name.

login or log in

noun vs. verb

logon or log on

noun vs. verb

M

measurements

Use figures, and spell out words ("5 pounds," not "5 lbs.").

Mid-Management Conference (MMC)

Official event name.

mobile phone

money

If no cents, no decimal (\$50—not \$50.00). If more than 3 digits, use commas (\$2,003—not \$2003). For millions and higher round amounts, spell out word (\$5 million). Clarify ranges: "\$5 – 6 million" indicates a range of \$1 million; "\$5 – \$6 million" indicates a much larger range.

more than

When referring to an amount, use "more than" instead of "over" ("CMAA has more than 7,800 members.")

Mr., Ms., Mrs.

Do not use before names.

N

National Headquarters vs. National

In reference to the National organization, do not use the singular term National. Instead, use the noun National Headquarters.

non prefix

No hyphen in words beginning with the "non" prefix. Exceptions: "non-member," "non-profit" and usage with proper nouns such as "non-Christian."

numbers

- Spell out numbers lower than 10; use numerals for 10 and higher (two, second; 10, 10th,) – exception: for proper names, always use numerals (4th of July, 6th National Student Education Conference).
- If a numeral must be used for one number in a series, use numerals for all (3 of the 12 clubs in the chapter).
- Spell out all numbers used at beginning of sentence ("Fifteen clubs entered the contest...").
- Use figures for weights, measurements, percentages, and degrees (2 pounds, 5 feet, 4 percent, 6 degrees).
- For millions and higher amounts, spell out word (\$5 million).

O

offline, online

Do not use a hyphen.

on site and on-site

"I will register on site" — two words

"The on-site registration desk" — hyphenate for adjective

P

People

CMAA does not use salutations – Ms., Mrs., Mr. generally.

For formality, CMAA refers to individuals by full or last name.

For example: Joe Mendez is the Chair of CMAA. He started his CMAA journey at Widener University. Mendez was elected to the CMAA Board of Directors in XXXX.

percent

Spell out (100 percent); do not use symbol (%) except when the percentage appears in a table or budget related memo.

PGA TOUR

phone numbers

703-739-9500

001-703-739-9500

PO Box in addresses

No periods in PO Box.

Possessive proper nouns

If a proper noun is modifying another singular noun, the possessive form of the proper noun is not needed.

Examples: The CMAA Education Department
The CMAA World Conference and Club
Business Expo

If a proper noun is modifying a plural noun, the proper noun should take the possessive form.

Examples: ClubCareers' job listings
CMAA's annual events
CMAA's members' jobs

Publications

Publication titles should be italicized. This includes print publications and digital publications including the Blogs, Newsletters, and Podcast.

Punctuation

- Place a period inside a closing parenthesis if an entire independent sentence is enclosed in the parentheses. If it is an incomplete sentence, place the period outside the closing parenthesis.
- Periods, commas, semicolons, question marks, and exclamation points all precede closing quotation marks, unless quotation is followed by a citation. Example: "We hope to win the game," he said.
- Only one space should follow a period.

R

résumé

For employment résumés, place an acute accent over each "e."

roundtable or round-table

Hyphenate for adjective: "round-table discussion" and no hyphen, one-word for noun: "I attended a roundtable."

S

seasons

Most often, not capitalized; when in doubt, do not capitalize; only when truly personified ("the BMI this spring"; "the trees in the springtime"; "Then Spring arrived, and we celebrated.").

Slash

There is no space around a “/” if it divides two words. Example: word/word.

States

Use postal abbreviations (VA, MD, AZ, DC), no periods.

Suffixes

Use a comma between the last name and an academic suffix (e.g., Ph.D., CCM).

T

Time

Follow these models: (Note: Use an en-dash with no spaces before and after it.)

When listing on schedule: 9:00–10:00 a.m.

In running text: 9:00 to 10:00 a.m.

Use 12:00 noon instead of 12:00 p.m.

U

US or United States

For the abbreviation, not U.S. and not USA.

W

wait staff

Two words

Website URLs

The beginnings of a website URL are not needed within copy.

URLs are neither italicized nor underlined within copy.

Correct: [cm aa.org](https://www.cmaa.org)

Incorrect: <https://www.cmaa.org> or www.cmaa.org

Avoid writing out URLs on the website or in digital publications (note: this makes it easier for screen reading devices or other assistive technologies to read the content to a user)

Example: Read our [DEI Statement](#) for more information.

Incorrect: Read <https://www.cmaa.org/template.aspx?id=47342> for more information.

website

One word; do not capitalize.

web, web page

Do not capitalize.

World Conference and Club Business Expo

Official event name.

webinar, webcast, webcam, webmaster

Do not capitalize web in these instances.

Y

Year

Do not list the current year when listing dates. A future date within the same year should not be listed. Years should only be listed when it occurs in the following year(s).

Examples: Today is June 21.

The next World Conference and Club Business Expo will be held February 5-9, 2025.

Z

ZIP code

Certifications

Integration of Certifications in Copy

When including club management and related certifications following an individual's name, begin with the highest degree earned or national certifications as such.

To list certifications, separate the name and then list credentials with a comma (e.g., Mitchell Platt, MCM, CCE; Jeff Morgan, FASAE, CAE).

CMAA and Industry Certifications

CCM Certified Club Manager

CCE Certified Chief Executive

MCM Master Club Manager

Industry

CHE Certified Hospitality Educator (mark owned by American Hotel & Lodging Educational Institute)

PGA Class A Member of the PGA

Tone and Language

CMAA employs a member-first strategy, emphasizing the achievements of and benefits to our members, first and foremost. When writing for association publications, all writers should keep this in mind. We serve to alleviate and provide solutions to their challenges. We should avoid all language that intends to sell to our members, instead connecting our members with services and resources which can provide solutions and enable their success. We must highlight the benefits of membership.

- Tone should always be friendly, accessible, and credible.
- When addressing members, refer to them in second person as you rather than referring to them as members.
- Refrain from writing copy in all uppercase letters so as not to appear to be shouting at our audience.

Headlines and subject lines should always highlight the benefits for members, not the features.

Example: *[Webinar]* Gain Insights to Build an Award-Winning Wine Lists vs. *[Webinar]* Wine Lists

When creating content for CMAA publications, it is important to consider where material will be presented. People consume information differently across various mediums and nowhere is this distinction more apparent than between online and print.

- When writing for association publications, we should keep in mind that online content should be more concise and succinct.
- Reproduction of printed materials is not preferred. Often the copy is too long and buries the lede.
- Brevity in web writing aids in clarity and aesthetics and makes the user experience more enjoyable.

Business Communications & Branded Resources

Email Signatures

Email signatures should follow the sample below. It is encouraged to include the CMAA logo or the current featured event image with a link, as directed by the Communications team.



Jeff Morgan, FASAE, CAE | President and CEO
Club Management Association of America
1733 King St, Alexandria, VA 22314
Phone: 703-739-9500 ext. 260*

Letters

All business communications should use the current CMAA letterhead template, available in Sharepoint at [Letterhead](#). Versions are also available for The Club Foundation and Wine Society.

Presentations/Power Points

When giving presentations on behalf of CMAA, use the current branded PowerPoint template, available in Sharepoint in [CMAA PPT Template folder](#)

Virtual Backgrounds

When participating in CMAA virtual events (webinars, zoom, committee meetings, etc.), use the current branded CMAA backdrop. Available in [16x10](#) or [8x6](#).

Visual Identity Guide



CMAA Logo

As the primary identifier of the Club Management Association of America, it is essential that the CMAA Logo and the individual components—the CMAA Seal and the Club Management Association of America Wordmark—are not altered in any way. Please do not re-create the Logo or either of the two elements and only use the approved official electronic artwork. The Logo can appear in full color, black, or white reversed on a dark background.

Seal and Wordmark

The two elements that make up the CMAA Logo, the Seal and Wordmark, can be used together or the Seal may be used separately.

As the prototypical application illustrates, the Seal can be used as a graphic element for greater impact or when space is limited. The Seal must maintain its original proportion, though the minimum width can vary accordingly.

Whether using the CMAA Logo or CMAA Seal, please include the ®, as the CMAA seal is a registered trademark, and is legally protected.



Clear Space and Minimum Size

The CMAA Logo is surrounded by a field of clear space to isolate it from competing graphic elements and to increase legibility. The clear space minimum is equal to the width of the letter 'C' within the CMAA Seal.

In print media, do not use the Logo below two inches in width.

In online media, do not use the Logo below **180 pixels** in width. CMAA Logos should be .svg or .png files to appear sharp and clear on various devices.

Spot Color	Process Color	RGB	Hex
Pantone 540C Pantone 540U	Cyan: 100 Magenta: 55 Yellow: 0 Black: 55	Red: 0 Green: 51 Blue: 102	Hex 00325b



Hex 00325b	Hex F4F5F5	Hex 1F2125
Hex FFFFFF	Hex 333333	Hex 000000

Typeface

The CMAA logo is built with the GilSans typeface. This font is used exclusively for the logo to maintain a unique status.

Color

The color definition for the CMAA Logo is as important as the individual graphic elements.

It is critical that the color definitions be used as reference when considering the reproduction of the CMAA Logo in color. In limited situations, the Logo can also appear in all white (reverse). The Logo works best in reverse when a photo or non-solid background may affect the Logo's legibility.

Official Usage by Chapters and Members

The CMAA Logo may be used by both CMAA members and chapters in good standing.

- The use of the CMAA Logo by any member of the Association in good standing is authorized for the members' business cards, email signatures, and social media profiles. In such instances, the size limitations listed above may not be realistic. Please contact CMAA staff for specific Logo usage guidance.
- Members of the Association in good standing may use the phrase "member of CMAA" or use any logo, emblem, insignia, or phrase indicative of membership as approved by the Board of Directors.
- Use of the CMAA Logo shall be in good taste and within acceptable business practices as determined by CMAA. CMAA reserves the right to limit or revoke the use of the Logo by members and chapters, if warranted.
- The CMAA Logo may not be used for any commercial purpose unless approved specifically by CMAA.
- Use of the CMAA Logo does not represent approval by CMAA of the content of websites, digital marketing, circulars, brochures, and other such promotional materials without prior written permission of the Association. A copy of the proposed material or depiction showing the use of the Logo must accompany all requests for permission.
- Members and chapters may not adopt, publicize, promote, or otherwise convey any policy or principle in the name of CMAA that has not been officially adopted by the Association.



Email Signature



Business Card



**TENNESSEE
VOLUNTEER
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA

Seal

Wordmark

Logo

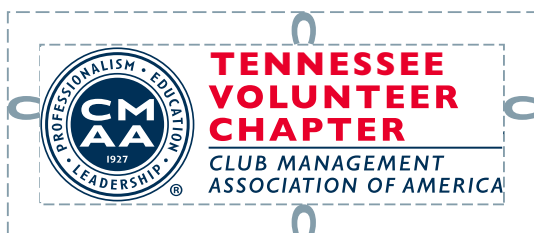
Pantone 540C



Negative White



Black



Chapter Logos

The CMAA Chapter Logos have been developed to combine a strong degree of chapter identity with the recognition of the alignment with the national CMAA brand and trademark. The following guidelines have been provided to define the elements available for Chapter use, and how best to use them.

The Chapter Logo may not be altered in any way and Chapters should only use the approved official electronic artwork. Chapters shall use the Logo to represent its interest with its territory and provide services that promote the interests and purposes of CMAA.

The Chapter Logos are available as both horizontal and vertical options, in Pantone navy blue 540C, black, Negative White, and any additional color chosen from the official color palette. To achieve the highest level of recognition, always include the full name in the wordmark as approved by your Chapter.

Clear Space and Minimum Size

The CMAA Logo is surrounded by a field of clear space to isolate it from competing graphic elements and to increase legibility.

The clear space minimum is equal to the width of the letter 'C' within the CMAA Seal.

In online media, do not use the Logo below 180 pixels in width. CMAA Logos should be .svg or .png files to appear sharp and clear on various devices.

Typeface

The CMAA logo is built with the GilSans typeface. This font is used exclusively for the logo to maintain a unique status.

Chapter Logo Questions or Logo-Related Questions

The official CMAA Brand Guide, updated annually, provides official sizing and logo best practice information and should be considered the official resource for clear space and minimum space requirements.

For any questions or logo-related requests, please contact CMAA's Communications Department at 703-739-9500, or goodnews@cmaa.org.

Chapter Colors Palette



P158C
3C 66M 100Y 0K
238R 118G 35B



P201C
24C 100M 77Y 18K
163R 32G 53B



P268C
81C 100M 11Y 2K
89R 44G 130B



P287C
100C 86M 20Y 10K
0R 47G 135B



P137C
0C 42M 100Y 0K
255R 164G 0B



P185C
2C 100M 92Y 0K
234R 0G 41B



P258C
50C 85M 0Y 0K
143R 72G 153B



P285C
91C 53M 0Y 0K
0R 113G 206B



P540C
100C 80M 38Y 37K
0R 48G 87B



P110C
16C 31M 100Y 0K
218R 169G 0B



P109C
0C 16M 100Y 0K
255R 209G 0B



P361C
75C 4M 100Y 0K
61R 174G 43B



P312C
96C 5M 15Y 0K
0R 166G 206B



P117C
22C 39M 100Y 2K
203R 151G 0B



P123C
0C 23M 91Y 0K
255R 198G 41B



P561C
93C 42M 68Y 33K
0R 89G 78B



P315C
100C 45M 38Y 13K
0R 101G 128B



Black C
67C 64M 67Y 67K
45R 42G 38B



P877C
49C 38M 38Y 3K
137R 148G 142B



P874C
40C 50M 73Y 18K
140R 112G 78B

An extensive palette of color options has been selected for use in representing the CMAA Chapters. The colors have been chosen to remain distinct from one another in both print

and digital media. Although the default colors have been defined as Pantone numbers, they can all be translated for use in print media (CMYK) or digital (RGB or hexadecimal).

Other CMAA Brand Logos

CMAA has several services and products that are also treated as brands. The following logos are official graphic images associated with CMAA products/services/brands:



Business Management Institute
 Pantone: Black CMYK: C0 M0 Y0 K100
 RGB: R0 G0 B0 Hex: 000000



The Club Foundation
 Navy: 540C CMYK: 100C 55M 0Y 55K
 RGB: R0 G55 B104 Hex: 003768
 Aqua: NA CMYK: 100C 0M 40Y 0K
 RGB: R0 G170 B173 Hex: 00AAAD



CMAA Wine Society
 Pantone: 209C CMYK: C0 M83 Y34 K51
 RGB: R139 G40 B66 Hex: 8b2842



Club Resource Center
 Pantone: 540C CMYK: 100C 55M 0Y 55K
 RGB: R0 G55 B104 Hex: 003768



CMAA University
 Pantone: 540C CMYK: 100C 55M 0Y 55K
 RGB: R0 G55 B104 Hex: 003768



Women in Club Management
 Pantone: Black CMYK: C0 M0 Y0 K100
 RGB: R0 G0 B0 Hex: 000000



CMAA World Conference and Club Business Expo
 (New Design Annually)



Mid-Management Conference
 (New Design Annually)



Leadership/Legislative Conference (LLC)
 (New Design Annually)



National Student Education Conference
 (New Design Annually)



**CMAA Strategic Partner
 CMAA Business Partner**
 Pantone: 540C CMYK: 100C 55M 0Y 55K
 RGB: R0 G55 B104 Hex: 003768



**CMAA Executive Partner
 CMAA Alliance Partner**
 Pantone: 540C CMYK: 100C 55M 0Y 55K
 RGB: R0 G55 B104 Hex: 003768

Member Recognition



Certified Club Manager



Certified Chief Executive



CMAA Honor Society



Master Club Manager



CMAA Diversity, Equity, & Inclusion



CMAA Fellows



CF Contributor



Wine Society Member



Conference Attendee
(Changes Annually)

Fonts and Typography

CMAA engages its audience using several communication tools. Because these tools find themselves in various platforms, they include a variety of typefaces that may be used interchangeably.

To help focus and solidify the CMAA visual brand, we limit the available choice of fonts to Sans Serif typefaces that have several different weights ranging from Light and Light Italic to ExtraBold and ExtraBold Italic.

The preferred fonts for CMAA communications are San Serif, such as Helvetica, Myriad Pro, Calibri, or Arial. More decorative fonts are used to represent communications of CMAA events.

Some examples of typical workhorse typefaces are:

Emails: Arial, Verdana

Website: Monserrat, Calibri, Arial

Print Media: Myriad Pro, Helvetica Neue, Arial

The CMAA Logo is built with the GilSans typeface. This font is used exclusively for the Logo to maintain a unique status.

CMAA events that receive their own logos can also incorporate outstanding typefaces to promote these events above and beyond typical communications. These fonts are defined in annually defined event style guidelines.

Text Guidelines for Designers

- Use simple sans serif fonts, such as Arial or Calibri. Serif fonts are not accessible fonts.
- Use bold for emphasis instead of color or underlining. Italics should be avoided and used with designer's discretion due to accessibility issues.
- Text should be left-aligned and not justified.
- Break up dense paragraphs by using white space or bullets where appropriate.
- Use font size 12 or larger.
- Use embedded hyperlinks. Do not list our URLs.
- Ensure and test that there is sufficient contrast between the text and background.

Photography & Imagery

CMAA employs a member-first strategy, emphasizing the achievements of and benefits to our members, first and foremost.

- Whenever possible, actual photos of CMAA members and/or member-managed clubs should be used. Photos should be obtained directly from members and used with permission.
- Use full-color photography whenever possible.
- Digital manipulation of photos should be avoided.
- Images of people and objects should show them in a natural environment.
- People should look real and be in focus.
- Care should be taken to select images that show diversity and inclusion to include gender, age, racial diversity, club type, region, etc.
- Avoid overrepresentation of golf in imagery. Use common club elements like food & beverage, etc. when possible.
- Access CMAA's photo archive on [Flickr](#).

Digital-Specific Style Items (Website, Email Newsletters, Etc.)

ALLCAPS

Text written in all capital letters should be avoided within webpage or print copy, including headers.

Alt Text

For Images: Alternative content should be available for all images, describing them rather than just titling them. For Multimedia: Alternate versions of content in multimedia should be available whenever possible (such as transcriptions for videos, podcasts, etc.)

Buttons

Buttons should be calls to action and begin with action verbs.

Examples: Register Now

Join a CMAA Chapter

Color Contrast

All color combinations (text on a background, button on a background, text on a button, etc.) should pass color contrast tests.

Useful sites for checking contrast:

<https://color.adobe.com/create/color-contrast-analyzer>

<https://webaim.org/resources/contrastchecker/>

Header Style

Larger than text; title caps; no colon after a section header (let title speak for itself)

Images

Generally, images should not contain text that could be represented in page copy instead or as a text overlay. If an image must contain words (Example: a cover image of our magazine) it should be a .png file

not a .jpg to preserve the crispness of the text. Some additional exceptions to this might be infographics, charts, graphs, and approved logos. Using text in webpage copy instead of embedded within an image aids with accessibility as well as search optimization strategies.

Permissions for all images used must be acquired by the creator/subject of the image. The following are also allowed: in-house creation of images, outsourced creation of images, stock photo galleries for which CMAA has a subscription, stock photo galleries that are copyright free and/or creative commons licensed.

Captions should be placed beneath an image as applicable; not all images may have or need captions.

Image filenames should not contain spaces or special characters other than – or _. Filenames containing dates should be in the format YYYY-MM or

YYYY-MM-DD.

Example: 2021-10-08

Incorrect: 10-08-2021

Images of people should have filenames of FirstnameLastnameYear.jpg or FirstnameLastname-UsecategoryYear.jpg. Headshot size: 100px wide x 150px high

Link Appearance

Indicated by color and another style indicator (such as bold, underline when hover, etc.) for accessibility purposes.

Link Copy

Links should describe the content to which they link (i.e. descriptive links) for accessibility purposes as well as search optimization strategies. “Click here” and other variations should never be used.

Example: Register for the Chef Summit today!

Incorrect: Click here now!

Link Targets

Links to external (non-CMAA) websites should open for the user in a new tab with target="_blank". Links to internal (CMAA) website pages should open for the user in the same tab to preserve the user's journey.

Lists

Large blocks of text may best be represented as ordered or unordered lists. Lists should have a consistent bullet style. Items in lists should be written in parallel form.

Metadata/Head Tag Titles

There should be consistent style and format throughout the site; no more than 64 characters long.

Examples:

World Conference & Club Business Expo | CMAA

Networking Events | CMAA World Conference & Club Business Expo

Navigation Items

Short and to the point; ideally, no more than 7 items per menu level (also see: Page Titles)

Page Titles

Page titles should be kept short and either mirror or contain the navigation item link copy.

Text Alignment

Main body text blocks and paragraph text blocks should be left-aligned (not centered, justified, or right-aligned). There may be specific cases where other alignments make sense for small bits of text, buttons, callouts, or links.

Web Color

CMAA web pages should be designed with a consistent and minimal color palette to ensure content is easily accessed and consumed by the viewer. CMAA relies on text heavy blocks of content with color application to suit viewer needs.

Blocks of content and text should create contrast and be legible with color selection. These colors provide a neutral foundation upon which content can be developed without disrupting brand focus.

Publications & Communications

Blogs

CEO's Perspective – Published monthly, this vlog features updates from CMAA's President and CEO Jeff Morgan, FASAE, CAE, and is designed to keep members up to date on the latest CMAA news and club industry developments and trends.

The Coaching Dept. Blog – Re-launched in 2022, it extends the benefit of CMAA's Coaching Program, providing a space for CMAA's Coaches, Kevin MacDonald and Shelley MacDougall, to share articles and bring coaching principles to the membership of CMAA.

Legislative Report – Published as needed, this blog provides timely information on federal and state legislation and regulations and state trends as well as the myriad issues affecting the private club industry. At the end of each month, the *Legislative Report* newsletter summarizes all weekly blogs. Content also included in Outlook newsletter and social media

Board Brief

In today's climate, the responsibilities of a Club's Board of Directors have never been greater. *Board Brief* is designed to educate and inform on the latest trends, research, legislative/legal/regulatory issues, and best practices in the club industry. Distributed in print as an insert to *Club Management* magazine, via Outlook, social media, and *Club Management Weekly*, and available as a PDF for downloading and distribution by CMAA members for their entire board.

Chapter Digest Newsletter

Published monthly, this electronic publication focuses on the skills and information necessary for successful chapter operations and management.

Club Management Magazine

Published bimonthly, *Club Management* is the official magazine of CMAA. *Club Management* provides readers with news, trends, insights, and best practices that help them better manage their club.

Regular Features include:

- Chair's Column
- Industry, Member, Chapter, and Association News
- Features focusing on multiple perspectives, encompassing diverse club types, locations, sizes.
- Member profiles (2)
- Ideas & innovations through Idea Fair Column
- Member perspectives when appropriate

Club Management Weekly

Delivered on Mondays, this newsletter uses artificial intelligence technology to source content based on your interests from business journals to the latest industry news in a weekly, easily digestible format. It is a fully customized source of relevant information for CMAA's members.

Content includes:

- *Club Management* magazine feature stories
- *Club Management* Chair column
- President and CEO's blog
- *Let's Talk Club Management* podcasts

Let's Talk Club Management Podcast

The podcast is dedicated to giving an in-depth look at the club management profession. With insider stories of first-hand experiences to best practices from your Association leaders, CMAA looks to provide you with the best information (with a side of fun). Episodes are generally 25-35 minutes and (a minimum of) two are released each month. Find us on iTunes and Spotify as well as on Soundcloud or CMAA's website.

Outlook Newsletter

Delivered to all members' inboxes every other Friday, this publication features the latest CMAA information on professional development, member benefits, and solutions as well as trends and news from the club and hospitality industry.

Article headers should be action items: Register, Learn, Explore, Gain Insight, etc.

The four sections are:

1. Professional Development
2. Membership & Member Benefits
3. Resources
4. Trends & News

Press Releases

CMAA distributes more than 20 press releases each year promoting the successes of its members (CCMs, CCEs, MCM, etc.), new resources, The Club Foundation scholarship announcements, and overall association announcements (elections, etc.)

Press releases are posted online and shared with the current media list. Additionally, the announcements appear in member publications (Outlook, Chapter Digest, magazine) and social media.

Social Media

Primary Audiences

Current members: Serve as a communications hub for current members on resource and event information, and capture and share positive stories about the hard-working professionals in our industry.

Prospective members: Connect with and influence prospective members both proactively and reactively during their research and decision-making process.

Club Board Members: Educate club board members on the best practices, positioning CMAA as a thought leader and professional development resource.

Media: Recognize that many members of the media inside and outside the club industry use social media

as a primary news source, so key content must be accessible and amplified via these channels.

X (Twitter) – 5,685 Followers

While declining in relevance, X remains an outlet for news and announcements. CMAA will continue to evaluate its engagement. Its tone can be business casual and words may be liberally abbreviated due to space constraints.

Content includes:

- All CMAA/CF press releases
- #MemberMonday
- #IdeaFairFriday
- *Club Management* magazine stories

Optimal Use:

- Two to three updates daily.
- Include relevant hashtags whenever possible. If you are encouraging the use of specific hashtags, you need to use them yourself.
- Where space permits, @ mention any individuals or organizations being referred to, so they are aware of the mention and to increase the likelihood of an RT to or by their audience.

Follows: CMAA only follows official professional and student Chapters, allied associations, and official partners. CMAA does not follow individual members or clubs.

Facebook – 3,100 Followers

CMAA continues to maintain a presence due to the connection to Instagram and the community aspect utilized by many GM/CEO/COOs (45+). The tone is business casual.

Content includes:

- All CMAA/CF press releases
- #MemberMonday
- #IdeaFairFriday
- *Club Management* magazine stories

Optimal Use:

- Two to four updates daily, spread throughout the day.

- Keep your text updates between 80-120 characters that contain a link.
- To maximize views and drive engagement, share using visual content wherever possible.

Follows: CMAA only follows official professional and student Chapters, allied associations, and official partners. CMAA does not follow individual members or clubs.

LinkedIn Company Page – 22,121 Followers

The LinkedIn Company page is CMAA's primary and most active social media channel. It is followed by members, non-members, and general industry. It utilizes a professional tone.

Content includes:

- Thought leadership via CMAA articles and resources (magazine, podcast, etc.)
- Chair and President/CEO messages
- Member recognitions and celebrations
- Staff recognitions and announcements

Optimal Use:

- Post daily.
- Use relevant hashtags to your department or organization with every post. #ChooseClubs

Follows: CMAA only follows official professional and student Chapters, allied associations, and official partners. CMAA does not follow individual members or clubs.

Instagram – 3,294 Followers

Harnessing this mainly visual channel, content focuses on FOMO and is the primary outlet for posting live event photos and video in static and story modes. Between events, it serves as the primary mid-management connection point. The tone can be casual and fun.

Content includes:

- Member recognitions and celebrations
- #MemberMonday
- #IdeaFairFriday

Optimal Use:

- Post daily.
- Use relevant hashtags to your department or organization with every post. #ChooseClubs
- Take advantage of Instagram Stories.

Follows: CMAA only follows official professional and student Chapters, allied associations, and official partners. CMAA does not follow individual members or clubs.

Instagram – Student – 386 Followers

Harnessing this mainly visual channel, content focuses on event marketing, member recognition, and FOMO. This is the primary outlet for posting live event photos and video in static and story modes. Between events, it serves as the primary student member connection point. The tone can be casual and fun.

Content includes:

- Member recognitions and celebrations
- #MotivationalMonday

Optimal Use:

- Post 3-4 times a week.
- Use relevant hashtags to your department or organization with every post. #ChooseClubs
- Take advantage of Instagram Stories.

Follows: CMAA only follows official professional and student Chapters, allied associations, and official partners. CMAA does not follow individual members or clubs.

Flickr – Showcasing 26,985 Photos

All event photos are hosted here so members may access and download, and collections can be shared with outside partners.

YouTube – Video Hosting

Videos are hosted here in appropriate playlists and used on the CMAA website and in emails.

Legal Notices, Trademarks, and Copyrights

CMAA's trademarks, service marks, and trade name are valuable assets. Because CMAA intends to protect these assets and strengthen its image and brand identities, we require that use of all trademarks reflect a positive image and do not confuse or deceive CMAA members or the public. **Only CMAA can use the CMAA Logo in advertising, promotional, and sales materials.** CMAA authorizes logo usage on a case-by-case basis, and it must always be in conjunction with the appropriate terms that define the relationship.

For approval, please contact CMAA Vice President, Communications & Advocacy, Melissa Low, CAE, at 703-739-9500 or melissa.low@cmaa.org. The CMAA website and brands are protected under appropriate law.

The following list covers CMAA-held trademarks:

- Business Management Institute and BMI
- Club Managers Association of America
- Club Management Association of America
- CMAA
- CMAA Logo (version 2009)
- Certified Club Manager and CCM wordmark
- CCM (held in US, UK, Malaysia, Colombia, South Africa, Kenya, Hong Kong, China)
- CMAA University wordmark and logo
- Club DNA
- CLUBNET
- The Club Foundation (CF)
- CF Logo (version 2017)
- Master Club Manager

The CMAA name, brand logos, trademarks, and service marks are among the most critical elements of our identity and convey the many aspects of our value.

Copyright

Each document or resource (e.g., book, white papers, and website pages) should contain the following legal language:

All rights are reserved by Club Management Association of America, and content may not be reproduced, downloaded, disseminated, published, or transferred in any form or by any means, except with the prior written permission of Club Management Association of America, or as indicated below. Members of Club Management Association of America may download pages or other content for their own use, consistent with the mission and purpose of Club Management Association of America (as codified in its governing documents) on a single computer. However, no part of such content may be otherwise or subsequently reproduced, downloaded, disseminated, published or transferred, in any form or by any means, except with the prior written permission of, and with express attribution to Club Management Association of America. Copyright infringement is a violation of federal law subject to criminal and civil penalties.

Trademark

A trademark includes any word, name, symbol, or device, or any combination thereof, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name. Use the ® symbol to indicate a registered trademark and the ™ symbol to indicate a trademark.

Service Marks

A service mark is any word, name, symbol, device, or any combination thereof, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services.

Symbols on Printed or Electronic Material

Always use the ® or ™ symbol (as appropriate) with the first and the most prominent appearance of a CMAA mark in a particular piece of printed or electronic material. If this is done, it is not necessary to use the symbol with subsequent appearances of the CMAA mark in the same piece of material.

Symbols on Websites and Web Pages

Always use the ® or ™ symbol (as appropriate) on the first and most prominent appearance of a CMAA mark on a website home page, each top-level website page and on all website pages that are externally linked.

Proprietary Notices

Each document or other piece of material (e.g., marketing materials, white papers, advertisements, press releases, brochures, invoices and website pages) and products (or their packaging, containers or labels) that use a CMAA Mark should contain a legal line in the following form:

_____ and _____ are either registered trademarks or trademarks of CMAA in the United States and/or other countries.

If you have any questions regarding CMAA's branding guidelines, please contact

**CMAA Vice President,
Communications & Advocacy,
Melissa Low, CAE, at
703-739-9500 or melissa.low@cmaa.org.**