

Specifications

Logo Standards

ARA and The ARA Show Logo Usage

ARA associate member and The ARA Show logos are available in color, black and white for use in your marketing and advertising efforts. Please refer to the brand standards located on this page to ensure you use these logos correctly.

The associate member logo demonstrates your support and membership in an industry-leading organization, which can strengthen credibility with customers and prospects.

The ARA Show logo shows your participation in the world's largest trade show for the equipment and event rental industry. The show logo is made up of a combination of text and graphic elements that should be used together as shown in the examples below and on the following page. The preferred way to represent the show is with the freestanding color logo on a white background. When the logo is placed on a background other than white, the logo must be placed within a white circle as found in the .eps version of the logo. [Download logos at ARARental.org/Learn/Marketing-Advertising](https://www.ararental.org/Learn/Marketing-Advertising)

CORRECT

Color

ARA and The ARA Show logos may be used on a white or light gray background or on a dark background as long as there is enough contrast between the logo and the background so that the logo is legible.

The ARA Show logo must include the white circle surrounding the logo when using it on a colored or photo background.



Black or Reversed (White)

The black/reversed logo may be used in black on a white background or reversed out of a dark background as long as there is enough contrast between the logo and the background so that the logo is legible.



INCORRECT

The below restrictions apply to all ARA logos and sub brands.



Do not substitute any other colors for the approved logo colors.



Do not embellish the logo with a drop shadow or any other effects.



Do not stretch or distort the logo in any way.



Do not place the logo over a cluttered background.



Do not use the logo at an angle.



Do not use the logo at an opacity of less than 100 percent (semi-transparent).



Do not apply a gradient effect to the logo. Always use solid color.



Do not allow the logo to bleed off the edge of the page. Always maintain the minimum safe area.

Adding The ARA Show booth numbers to advertisements

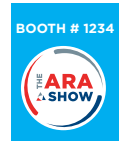
Adding The ARA Show booth number near ARA logos helps attendees find your booth and is acceptable per the standards below:

CORRECT

The ARA Show exhibitors may add their booth number near ARA logos. Any font and color used for the booth number is acceptable.



BOOTH # 1234



INCORRECT

Do not incorporate the booth number visually as part of the logo.



The booth number should not overlap or become part of ARA logos.



Downloadable logos location

ARARental.org/Learn/Marketing-Advertising

Preferred placement of logos would be in the top left or bottom right corner of your advertisement whenever possible.

Questions?

For more information about *Rental Management* specifications and delivery of files please contact:

Jennifer Smith
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For more information about American Rental Association brand standards, including The ARA Show logo, please contact:

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Terms, Service & Support

Note: These apply to all *Rental Management* products.

Bleed: No additional charge.

Billing Terms: Total net due 30 days after billing. A late charge of 1.5 percent may be imposed monthly on accounts 30 days past due. Publisher reserves the right to run a credit report.

Cancellation Policy: Any cancellation or change must be submitted in writing 30 days prior to issue closing date. An advertiser failing to meet a contracted frequency program will be subject to short rate at the current year's rate card. Publisher reserves the right to reject any advertisement. Covers are non-cancelable.

Commissions: To recognized agencies, 15 percent of gross billing. No cash discount. Agency commission may be denied on accounts 30 days past due.

Frequent *Rental Management* advertiser: A frequent *Rental Management* advertiser is a company that has placed advertising in three or more months out of the last 12 months.

Inserts: Contact your advertising representative for rates, quantities and other details.

Preferred Positions: 10 percent premium on space charge. Covers are non-cancellable.

Standard Display Rates: Rates are based on the total number of display advertising units, of any size, used within 12 consecutive months. Multiple page ads count as one unit for each page. Different sizes of ads may be combined to achieve total program frequency. Divisions of the same parent company may combine ad schedules within the same year to earn lower frequency rate.