



CAM Member Logo Usage Guidelines

The California Association of Museums (CAM) appreciates members who are enthusiastic about their association with CAM and our role in strengthening the museum field. CAM membership supports valuable resources for the museum field. We encourage members to display this logo on their website, in a brochure, or in other marketing materials.

To assist CAM members in showing their involvement, we have created a “CAM Member Logo” (pictured). We have web, print, four-color, and black and white versions to choose from. The regular CAM logo (which does not state “MEMBER”) may not be used in any way.

It is important to note, though, that the CAM Member Logo is the sole and exclusive property of CAM and we restrict and protect its use in print and electronic form. The following are specific requirements for the use of this image:

- The CAM Member Logo may be used only by CAM institutional members (museums) or CAM business associates (vendors and consultants) in good standing. Individual members may only use the logo in personal documents (such as resumes) and may not use it in any way that suggests their museum or business are members.
- If a membership has lapsed, it is the member’s responsibility to remove the logo immediately.
- The CAM Member Logo should be linked to www.calmuseums.org.
- The CAM Member logo may not be used in any way that mischaracterizes the relationship between CAM and the user, including but not limited to any use that might be reasonably construed as an endorsement, approval, sponsorship, or certification by CAM.
- CAM has the right to request samples of use of the logo from which it may determine compliance with these terms and conditions.
- The minimum required clear space around the logo is equal to the height of the “M” in CAM and must be kept free of other graphic elements.
- The CAM Member Logo may not be stretched, overlaid, or discolored.
- The minimum sizes for the CAM Member Logo are 0.75” wide for print materials and 72 px wide on screen.
- The logo shall remain at all times the sole and exclusive intellectual property of CAM. CAM reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage does not follow these guidelines, whether intentional or not.
- The interpretation and enforcement of these terms and conditions shall be made by CAM in its sole discretion.

Copies of the CAM Member logo may be downloaded at www.calmuseums.org/memberlogos

For additional information, contact the CAM office at 831-471-9970 or membership@calmuseums.org