

# Stairbuilders and Manufacturers Association



## Logo Use Policy

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Approved September 2010  
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The SMA logo is recognized by builders, design professionals, building code enforcement officials and most importantly the public. It represents years of effort by SMA professionals to foster the quality and aesthetic of our crafts with safe, beautiful stairways.

As an SMA member you have the benefit of displaying the SMA logo with pride to mark your membership in the association and your recognition of the SMA Code of Conduct. Your responsible use of the SMA logo in turn benefits the SMA by association of your company's professional acumen within the stair industry as well as your admonition and support of the SMA Mission. The SMA logo should only be displayed with full knowledge of this responsibility and within these guidelines:

- The SMA logo may only be used by members in good standing. In the event that your membership ceases you are obligated to remove the logo from all literature, packaging, websites and all other media.
- Only the SMA "Member" logo (below) may be used. All other logos are reserved for use by the organization or to be used only as validated by permission for recognized achievement as in the case of certification, or award.
- The logo is not to be altered, rotated or reproportioned, but maybe be scaled appropriately in size to suit the application.
- The logo position, size, and orientation to other text or graphics should never imply endorsement of the Member Company, product, materials, service, process, policy or personnel in any manner.
- When displayed with logos of other organizations that the member is affiliated with, the SMA logo will be of the same size.
- Members may click on the logo below that they wish to download.



**1 Color**



**2 Color**



**Black**



**White**

**Member logos are available in other file formats. Inquire by emailing [sma@stairways.org](mailto:sma@stairways.org)**