





AMATEUR RADIO DMR LOGO APPAREL

<p>Port Authority Silk Touch Sport Shirt</p> <p>65\35 polycotton blend is silky soft and supple for a comfortable fit. Superior wrinkle and shrink resistance. Flat knit collar and cuffs, side vents, metal buttons with dyed-to-match rims. Color: Cool Grey. Logo is 4" in Diameter. Actual sew out on the right.</p> 	<p>Port & Company Six-Panel Twill Cap</p> <p>Buckram Lining ensures a classic shape that lasts and a fashion-curved bill. Fabric: 100% cotton twill, Structure: Structured, Profile: Mid, Closure: Velcro Hook and Loop. Color: Silver. Logo is 2.25" in diameter. Actual sew out on the right.</p> 
<p>DMR Badge</p> <p>Plastic laminate. Blue etched on white background. Size is 1.75" tall by 3" wide. Standard fastener is a safety pin catch. Optional magnetic back. Pictured Right.</p> 	<p>DMR Lapel Pin</p> <p>Full Color hard fired Cloisonne Enamel, High polished nickel, sand blasted pebble center finish, textured back, 8mm post with butterfly clutch, individually poly-bagged. 1" in Diameter. Pictured Right.</p> 

HERALDY OF THE LOGO

The purpose of the logo is to help promote and represent DMR in Amateur radio as a whole regardless of a specific manufacturer or specific network.

Symbols and Font

The circular ring represents the global nature of the networks.

The two stars used as separators represent the 2nd generation in mobile radio technology DMR (the 1st being Land Mobile Radio (LMR))

The DMR Association is in the center as the standards are the focal point of the technology.

The DMR "Wedge" symbol is reminiscently similar to the "swish" in the original DMR-MARC Logo.

The Font used is the same as the DMR Association.

Wording

"Amateur Radio" denotes our specific application of the DMR technology

"Worldwide Networks" refers to the global nature of the affiliated networks

Colors

Faithful to the original colors of the DMR-MARC Logo, Yellow/Gold, Blue, Orange, the folks that first adopted and implemented the technology to amateur radio and started the first network. Our respect and thanks goes out to DMR-MARC.

Yellow/Gold also denotes that DMR is rapidly becoming the Gold standard in amateur and commercial two way radio.

Green is the color used by the DMR Association and also represents the rapid growth in the adoption of the technology.

Grey was chosen as the background for the shirt and cap for its neutral color and represents the hope that the various networks remain apolitical in nature.

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