

The logo for the Marketing + Media Alliance (MMA) features the letters 'MMA' in a large, bold, black sans-serif font. Each of the three 'M's has a thick, bright orange diagonal stripe running from the top-left to the bottom-right, bisecting the letter.

Marketing + Media Alliance

The logo for the Society for the Study of Advertising (SSA) features a thick, bright orange diagonal stripe, identical in style to the one in the MMA logo, followed by the letters 'SSA' in a bold, dark gray sans-serif font.