AMA

AMERICAN | MARKETING | ALLIANCE

2020 LOGO USEAGE

STYLE GUIDE

INDEX

Consistent use of the American Marketing Alliance (AMA) logo is imperative to build brand awareness. This logo has been developed specifically to portray AMA's values and connect with the primary audience.

PRIMARY LOGOS

TYPE DESIGN

AMERICAN | MARKETING | ALLIANCE

SECONDARY ICON

LOGO VARIATIONS

ON OCCASION, SPECIFIED VARIATIONS OF AMA'S LOGO MAY BE USED. Variations should be selected based on achieving optimal visual presentation of the logo. Typically, the preferred usage should be adhered to, however, if the standard usage is inappropriate for readability, alternate versions may be used.

PREFERRED USAGE

Primarily, this version and coloration of the logo should be used on all formats.

REVERSED LOGO

On certain formats, a reversed logo may be necessary. In this case, background color must still provide good logo contrast.
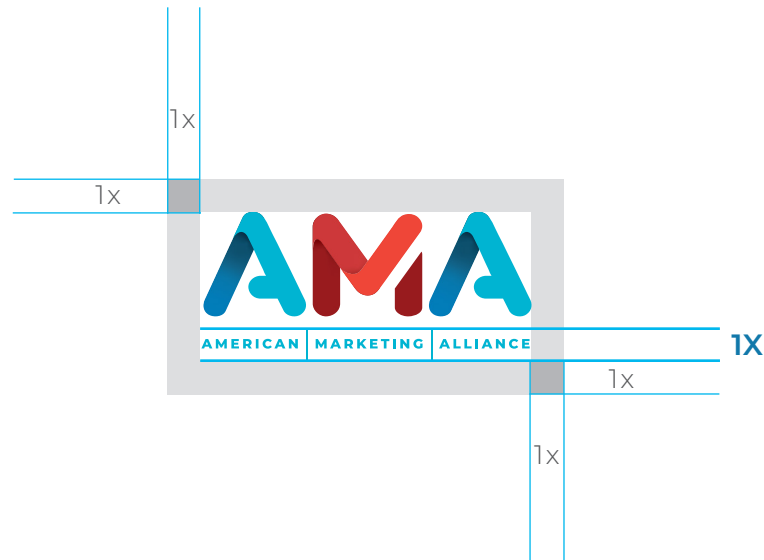
TYPE ONLY LOGO

If necessary, the Type Element may be used in place of the logo.

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CLEAR SPACE

The logo must be given a specified amount of clear space and breathing room for it to achieve highest impact. The clear space should be equal to the height of the vertical lines in the lower type.

MINIMUM SIZE

The logo must never be smaller than the defined size below. For printed formats, (i.e. business card) the size of the logo should never be smaller than 25mm. For web formats, (i.e. website banner) the logo should never be smaller than 70 pixels.

25mm / 70px

50mm / 140px

THE FOLLOWING ARE EXAMPLES OF LOGO VIOLATIONS

DO NOT...

change the width or height
unproportionally

turn, rotate, or tilt

use colors outside of
brand palette

display pixelated.
always display in highest
resolution possible

remove any elements

place logo on
backgrounds that do
not provide contrast

change any typefaces

stylize, such as drop
shadows or glow

...IT LOOKS BAD.

COLORS

C=96 M=64 Y=38 K=20	....	#46060C
C=87 M=46 Y=15 K=1	....	#840C16
C=85 M=0 Y=17 K=0	....	#E92D29
C=36 M=97 Y=92 K=58	....	#BD2429
C=25 M=100 Y=100 K=25	....	#00659A
C=14 M=92 Y=84 K=4	....	#00A8C9
C=0 M=88 Y=84 K=0	....	#00415C

TYPOGRAPHY

Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
{.,:;"",/?!}

Weights

Regular
Semibold
Extrabold (Logo)

Cases

UPPERCASE
Title Case

DIGITAL IMPLEMENTATION

HEADING 1 | 48.83PX | UPPERCASE | CS 50

HEADING 2 | 31.25PX | UPPERCASE | SEMIBOLD | CS 50

Heading 3 | 25px | Title case | CS 50

HEADING 4 | 20 PX | UPPERCASE | SEMIBOLD | CS 200

Body 1 | 16px | BODY UPPERCASE | Semibold | CS 50

Body Small | 12.8px | BODY SMALL UPPERCASE | Semibold | CS 50