



Corporate Logo usage guidelines

This logo usage guide provides the tools to maintain the integrity of our Association's identity. Since our identity is the visual means by which we distinguish our professional organization, it is the essential link to our reputation and it is imperative that it be executed correctly and consistently every time.

Usage Guidelines

Using the Logo

- You may use the Logo solely on your business cards, letterhead stationery, resume, Web site, and marketing materials for individual service, to indicate that you are a member of The Association of Medical Illustrators. You may **not** use the Logo on any product, book, or other material.
- The Association of Medical Illustrators partner organizations (Vesalius Trust, The Board of Certification of Medical Illustrators, 3D Users Forum, The Journal of Biocommunication, Serbin Communications) may use the Logo in advertisements and other marketing communications specifically relating to services the organization provides. Because the AMI Logos represent a specific member oriented non-profit organization, organizations may **not** use the Logo to symbolize their organization or its employees. Use of the AMI Logo on generic business cards or letterhead stationery or on Web pages that do not pertain to AMI services is not allowed.
- You may **not** display the Logo in any manner that suggests you are an employee of the AMI or in a manner that suggests that “The Association of Medical Illustrators” is a part of your company name. Your use of the Logo must clearly indicate that you are independent from the Association.
- Your name, trade name, or company name must appear on any materials where the Logo is used. The Logo cannot appear larger or more prominent than your name, product or service name, trademark or service mark, logo, or trade or company name.
- The Logo may not be used in any manner that expresses or might imply The Association of Medical Illustrators’s affiliation, sponsorship, endorsement, certification, or approval, other than as set forth by The Board of Certification of Medical Illustrators.
- The Logo or The Association of Medical Illustrators name may not be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- You may not combine the Logo with any other object, including, but not limited to, other logos, icons, words, objects, photos, slogans, numbers, design features, symbols, or Web site audio files.
- The Logo may not be used as a design feature on any of your materials.
- The Logo may not be imitated in any manner in your materials.
- You may use the Logo only as provided by The Association of Medical Illustrators. Except for size, which is subject to the restrictions in these guidelines, the Logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The Logo may not be translated or otherwise localized into any other language. Any localized versions of the Logo must be provided by The Association of Medical Illustrators
- You may not use the Logo in any way other than as specified in these guidelines.
- If using the logo in print materials, the high resolution (300 DPI) version of the file must be used. The low resolution (72 DPI) file is for on screen use only.

Requesting the Logo

- You may request the logo file by contacting the headquarters of The Association of Medical Illustrators at hq@ami.org or 1.866.393.4264.

Requesting Variances

- In special circumstances, The Association may permit using the logo in a variance to the above stated policy. Variances are permitted at the discretion of The Association of Medical Illustrators and must be approved. To submit a request for a usage variation, please contact headquarters at hq@ami.org or 1.866.393.4264.

Corporate Logo, Size and Clearspace Requirements

The Association of Medical Illustrators (AMI) Logo is the key component of our visual identity. It is the primary expression that graphically represents us across all visual materials throughout the Association and the world. Correct use of the AMI Logo is essential in establishing a single, unified corporate branding image.

The AMI Logo consists of two components: the customized “ami” initials (the Mark) and the custom drawn Logotype (The Association of Medical Illustrators). Under no circumstances should any component of the Corporate Logo be redrawn, modified or altered in any way.

Reproduction of the Corporate Logo must always be completed using the approved electronic file art provided from the AMI.

Signature



Minimum Size

The AMI Logo must never appear smaller than shown in the demonstration below. The minimum size will assure that the Corporate Logo is clearly legible in all forms of reproduction.



Minimum Clearspace Requirements

Always maintain a minimum amount of clearspace around the AMI Corporate Logo as shown in this demonstration. This will ensure that the Corporate Logo is always properly staged and properly visible. A minimum distance of X equal to the height of the “e” in Medical must be maintained around the entire the Logo.



Color Palette

The proper use of color enhances the communication of the AMI identity. Always use the correct color specifications when using either four-color process reproduction, match color reproduction or RGB (web, electronic) reproduction.

Corporate Signature Colors



Pantone 7477



Pantone Warm Gray 11



Pantone 7502



Pantone 7527



Pantone 7406

Note The colors shown on this page and throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide. For more information about Pantone, Inc. and PANTONE Products, visit the Pantone Web site. PANTONE is a registered trademark of Pantone, Inc.

Four Color Process Reproduction

	Cyan	Magenta	Yellow	Black
Pantone 7477	80%	0%	10%	68%
Pantone Warm Gray 11	0%	17%	34%	62%
Pantone 7502	0%	8%	35%	10%
Pantone 7527	0%	2%	6%	7%
Pantone 7406	0%	18%	100%	0%

RGB Reproduction

	Red	Green	Blue	HTML
Pantone 7477	31	85	103	1f5567
Pantone Warm Gray 11	119	106	87	e1d1a2
Pantone 7502	225	209	162	ebebdd
Pantone 7527	235	230	221	f4cd30
Pantone 7406	244	205	48	776a57

Preferred and Acceptable Use of Color

The examples below show correct color usage for the AMI Corporate Logo and background colors. Contact us if you have specific questions regarding use of the Corporate Logo on other background colors not listed below.

Pantone Colors

The Logo-in PANTONE 7477 (blue) and black-should appear on a white background. It is acceptable, but not preferred, to reproduce the Logo on an appropriate light-colored or dark-colored background, where the Logo stands out from the background as it does on a white background. When placed on a black background, the Logo should always reverse.

One Color

The one-color (black-and-white) Logo should appear on a white background. Although the Pantone-color usages of the logo are preferred, one-color 100% black usages have been designed for media and budgetary restrictions. When placed on a black background, the Logo should always reverse.



Color Screens

Corporate Logo in black or blue may be screened up to 65%, no lower. Warm Black, Pantone 7502, 7527 or 7406 may NOT be screened.



Black at 65%



Pantone 7477 blue at 65%



Acceptable Uses of Logo

Logo Elements

The Logo should never be taken apart and recombined in any way to create new artwork. No part of the Logo may be changed or re-sized in any way relative to the rest of the Logo.

Orientation: The Logo should never be displayed in any orientation different from what is provided in the artwork provided by The Association of Medical Illustrators. Do not orient the Logo on its side. The text should always read horizontally on whatever medium it is being placed.

Aspect Ratio: The original aspect ratio of the Logo must be preserved and must not be distorted in any way. When resizing the Logo, you must take care to lock the aspect ratio so that the type is neither condensed nor extended.

New Logo Artwork

From time to time, The Association of Medical Illustrators reserves the right to update the Logo artwork. You should begin using the new artwork as soon as it is available. You should immediately begin to phase out any materials with earlier versions of logo artwork. You may not use previous versions of the logo after <insert date here>.

Old logo: Do not use after New logo has been releases. Begin using as soon as possible.

Compliance with guidelines: The Association of Medical Illustrators reserves the right to spot-check all materials bearing the Logo and may periodically send out requests for samples. You must correct any deficiencies in your use of the Logo. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the Logo.

Usage Examples

You may use The Association of Medical Illustrators Logo on your business cards, letterhead, resume, Web sites, e-mails, and marketing materials. Any use of the Logo must always follow the rules outlined in the “Usage Guidelines” section.

Business cards: Recommended placement of the Logo is in the lower-left or lower-right corner of the card. The Logo must appear at the minimum size (one and a half inch), but may not be larger or more prominent than your own logo or company name. Spacing requirements, as described in the Usage Guidelines section, must be respected.

Letterhead: Recommended placement of the Logo is in the lower-left corner of the letterhead page. It is also acceptable to place the logo in the lower-right corner of the page. The Logo must appear at the minimum size (one and a half inch), but may not be larger or more prominent than your own logo or company name. Spacing requirements, as described in the Usage Guidelines section, must be respected.

Resumes and Curriculum Vitae: Recommended placement of the Logo is in the lower-left or lower-right corner of the page. Spacing requirements, as described in the Usage Guidelines section, must be observed.

Web sites: The Association of Medical Illustrators Logo may be used as one-color or two-color in Web sites. The Logo must not be larger than your company logo.

E-mail auto-signatures: The Logo must appear at the minimum size (one and a half inch), but must not be larger or more prominent than your own name, logo, or company name. Spacing requirements, as described in the Usage Guidelines section, must be observed

Marketing materials: When placing the Logo on brochures or demand-generation materials, use the Pantone-color or one-color Logo most appropriate to your audience and marketing budget. The Logo should appear in a prominent spot, but it cannot be larger or more prominent than your own company’s product or service name, logo, or trade or company name.

Unacceptable Usage of Logo



Do not place Logo on a multi-colored or graded background, such as a photograph.



Do not use a medium colored Logo on a medium colored background.



Do not use a dark colored Logo on a dark colored background.



Do not replace the Association of Medical Illustrators letters or change the lettering style.



Do not use the Logotype with other symbols.



Do not modify the proportion of the Mark to the Logotype.



Do not gradate the color of the Logo.



Do not intersect the Logo with bands or other graphic devices.



Do not combine the Mark and the Logotype in different colors.



Corporate Logo usage guidelines

Address questions, requests for additional copies of The Association of Medical Illustrators Corporate Identity Style Guide or copies of electronic art files to hq@ami.org.

The Association of Medical Illustrators
201 East Main St., Suite 1405
Lexington, KY 40507

TEL 1.866.393.4264
FAX 1.859.514.9166

www.ami.org