AMI SIGNATURE

ASSOCIATION COLOR PALETTE

MATCH COLOR REPRODUCTION—INK SUBSTITUTION

In lieu of the Association Colors shown on this page, use the PANTONE® Colors listed, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. The colors shown on this page and throughout this guide have not been evaluated by Pantone, Inc for accuracy and may not match the PANTONE Color Standards.

AMI Teal | Pantone 7467 C
AMI Grey | Pantone 424 C

FOUR COLOR PROCESS

c-cyan: 100%
m-magenta: 0%
y-yellow: 27%
k-black: 0%

FOUR COLOR PROCESS

c-cyan: 30%
m-magenta: 22%
y-yellow: 19%
k-black: 53%

RGB REPRODUCTION

r-red: 0
g-green: 168
b-blue: 180

RGB REPRODUCTION

r-red: 108
g-green: 111
b-blue: 112

HEX: 00A8B4
HEX: 6C6F70
ALTERNATE LOCKUPS

STACKED

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life

Usage:
The above lockup is meant to be used only in the case of tight vertical spaces where use of the primary association lockup proves to be too constricting. (example: merchandising)

SANS-ICON

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life

ASSOCIATION of MEDICAL ILLUSTRATORS

Usage:
The above lockups are meant to be used only in the case of tight space restrictions where content, or layout, restricts the ability to legibly include the association icon or even, as seen on the right, the AMI tagline.
MINIMUM SIZE & CLEAR SPACE REQUIREMENTS

MINIMUM SIZE
The Association of Medical Illustrators’ Signature must never appear smaller than shown in the demonstration below. The minimum size will assure that the Signature is clearly legible in all forms of reproduction.

MINIMUM CLEAR SPACE REQUIREMENTS
Reserving the area of isolation (minimum clear space) enhances the distinctiveness of the Association Signature and demonstrates respect for the AMI brand.

The area of isolation in the peripheral area, the depth of which is equal to x-height of the letterforms. No typography, illustration, or geometric shape other than the Association Signature should be placed in the area of isolation. Even with the signature has to be placed at an edge or in a confined space, it should be laid out so that the area of isolation is secured.

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life
COLOR SPECIFICATIONS

POSITIVE USE

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life
AMI Grey (50% Tint)  AMI Teal

Usage:
The 2-Color lockup on the left can be used when reversing out from both a solid or image.

DO NOT use this system on any materials with contrasting color that will impede legibility.

REVERSED OUT, 2 COLOR — FROM A SOLID OR IMAGE

White & AMI Teal

Usage:

This 1-Color lockup should be used on all materials where color will contrast with the above 2-Color system.

NOTE: All fully reversed out association lockups must outline the outer 4 elements in the AMI icon as seen on the left.
INCORRECT USE

DO NOT Rearrange or scale any elements within the Association Signature other than those approved in this guide’s alternate lockups.

DO NOT Change the color of the Association Signature to any color other than those approved in this guide’s color specifications. Also do not change the color of the Signature in any partial form, as in letters, words, or icon lines.

DO NOT Reverse out the Association Signature over any complex image without the proper negative space for legibility.

DO NOT Reverse out the Association Signature in the 2-Color lockup over any color or image with contrasting color that will impede legibility.

DO NOT Reproduce the Association Signature in an outline version.

DO NOT Alter the fill, color, or outlines of the icon shapes in the 1-color signature lockups.

DO NOT Reverse out the Association Signature over any screen or light color. Also DO NOT intersect, split, or cut any portion of the Association Signature or partially reverse out.
With its enthusiasm for life, the color orange relates to adventure and risk-taking, inspiring physical confidence, competition and independence.

Being the lightest hue of the spectrum, the color psychology of yellow is uplifting and illuminating, offering hope, happiness, cheerfulness and fun.
SUB-BRAND COLOR SPECIFICATIONS

AMI Orange | Pantone 137 C

FOUR COLOR PROCESS
- c-cyan: 0%
- m-magenta: 35%
- y-yellow: 100%
- k-black: 0%

RGB REPRODUCTION
- r-red: 255
- g-green: 161
- b-blue: 0

HEX: FFA100

AMI Red | Pantone 172 C

FOUR COLOR PROCESS
- c-cyan: 0%
- m-magenta: 85%
- y-yellow: 90%
- k-black: 0%

RGB REPRODUCTION
- r-red: 249
- g-green: 70
- b-blue: 28

HEX: F9461C

AMI Indigo | Pantone 548 C

FOUR COLOR PROCESS
- c-cyan: 96%
- m-magenta: 16%
- y-yellow: 22%
- k-black: 67%

RGB REPRODUCTION
- r-red: 0
- g-green: 66
- b-blue: 80

HTML: 004250