AMM

Association of
Medical Media
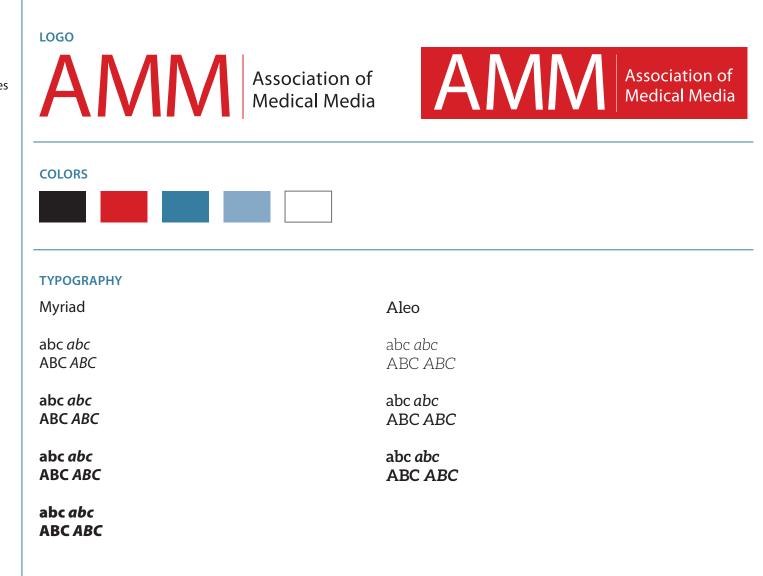
Style Guide

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Brand Elements

AMM has consolidated best practices for the communications materials created for the organization and streamlined the components and rules for how each element is used when creating branded communications.

To the right are the core elements of the visual identity: logo, color palette and fonts. You will find detailed information about each element on the subsequently noted pages.

LOGO

AMM | Association of Medical Media

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COLORS

TYPOGRAPHY

Myriad	Aleo
abc *abc*	abc *abc*
ABC *ABC*	ABC *ABC*
abc *abc*	abc *abc*
ABC *ABC*	ABC *ABC*
abc *abc*	**abc *abc***
ABC *ABC*	**ABC *ABC***
abc *abc*	
ABC *ABC*	

Logo Variations

The primary logos are red and black or red and blue.

Subsequent one color logos are available as the need should arise depending on color and image use. A white knockout logo and partial knockout logo is also available for use.

PRIMARY LOGO

AMM | Association of Medical Media

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ONE COLOR LOGOS

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KNOCKOUT AND PARTIAL KNOCKOUT LOGOS
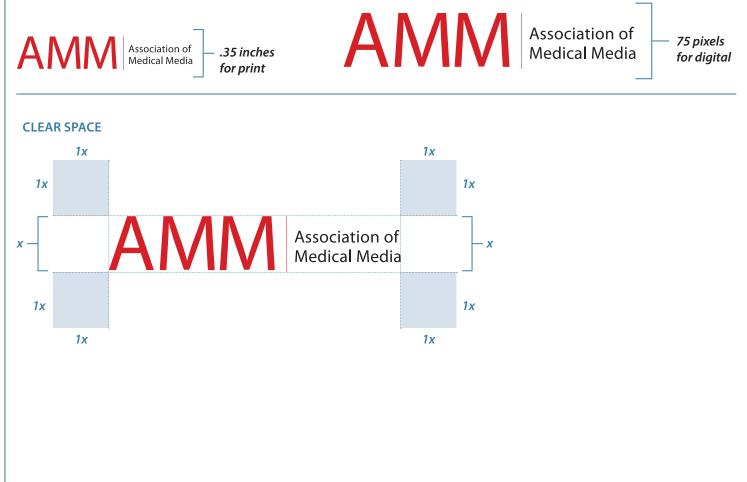
AMM | Association of Medical Media

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Minimum Size & Clear Space

Minimum Size: The minimum logo height is .35 inches for print or 75px for digital.

Clear Space: A clear space equal to or greater than "1x" is required on all sides surrounding the AMM logo in printed and digital applications.

MINIMUM SIZE

AMM | Association of Medical Media — *.35 inches for print*

AMM | Association of Medical Media — *75 pixels for digital*

CLEAR SPACE

1x   *1x*

1x   *1x*

x   AMM | Association of Medical Media   *x*

1x   *1x*

1x   *1x*

Incorrect Logo Usage

Distortion: Do not stretch the logo horizontally or vertically or otherwise distort it.

Color: Do not use an unapproved color for the logo, do not outline the logo and do not add effects like a drop shadow to the logo.

Alter: Do not alter the logo by rearranging the elements or adding text.

DISTORTION

COLOR

ALTER

Colors

A color palette, deriving from the colors used in the AMM logo.

Use CMYK colors when 4-color printing is available.

Use RGB colors for screen-based applications, such as PowerPoint presentations, HTML emails, and television monitors.

Use Hexadecimal colors when creating websites and any related applications, such as banner advertisements.

COLOR MAKEUPS

CMYK: 0,0,0,100

RGB: 0,0,0

Hexadecimal: 000000

CMYK: 10,100, 100, 2

RGB: 213, 32, 39

Hexadecimal: d52027

CMYK: 80, 44, 22, 1

RGB: 57, 124, 162

Hexadecimal: 397ca2

CMYK: 48, 24, 11, 0

RGB: 135, 170, 199

Hexadecimal: 87aac7

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hexadecimal: ffffff

Typography

AMM typefaces have been carefully chosen for ease of communications and for their legibility, flexibility, and adaptability with the other design elements.

Primary Font: Myriad was the sans serif font chosen for its many options and legibility. It is highly flexible in its application and should be used in most instances.

Secondary Font: Aleo is a complementary slab serif font to Myriad and should be used sparingly for things like headlines or titles.

PRIMARY FONT

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Regular & Italic	abc *abc* ABC *ABC*
Myriad Semibold & Italic	**abc** *abc* **ABC** *ABC*
Myriad Bold & Italic	**abc** *abc* **ABC** *ABC*
Myriad Black & Italic	**abc** *abc* **ABC** *ABC*
Myriad Regular Condensed & Italic	abc *abc* ABC *ABC*
Myriad Semibold Condensed & Italic	**abc** *abc* **ABC** *ABC*
Myriad Bold Condensed & Italic	**abc** *abc* **ABC** *ABC*
Myrid Black Condensed & Italic	**abc** *abc* **ABC** *ABC*

SECONDARY FONT

Aleo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aleo Light & Italic	abc *abc* ABC *ABC*
Aleo Roman & Italic	abc *abc* ABC *ABC*
Aleo Bold & Italic	**abc** *abc* **ABC** *ABC*