

AMGTA Logo Usage Standards

For official use by AMGTA Members, Affiliates and Staff.

Primary logo, circular version



Corporate logo

■ RGB: 0/103/45 – Hex 006682D
CMYK: 95/0/100/50 – Hex 00672D
PMS: 349C

■ RGB: 10/175/80 – Hex 0AAF50
CMYK: 94/0/54/31 – Hex 17AF4B
PMS: 2257CC



Corporate logo

■ Grayscale:
100% Black

■ Grayscale:
45% Black



Corporate logo

■ Reverse: Use Clear
PNG or EPS versions
only.



Member logos

■ RGB: 113/138/138 – Hex 8A8A8A
CMYK: 0/0/0/45 – Hex 9D9FA2
PMS: Cool Gray 6



Member logos

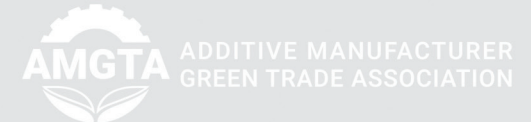


Member logos

Secondary logo, landscape version*



*Member logos not available in landscape versions



Secondary logo, icon version



AMGTA asks that the print- and web-ready logo versions (jpeg, eps, PNG) we provide be utilized whenever possible. Logos may be enlarged or reduced to comply with usage requirements. Color adjustments are strictly prohibited, as are any graphic alterations including aspect ratio adjustments. Jpeg versions are for use against *white backgrounds* only; EPS and PNG versions should be used for layering over colored backgrounds and photos. Logos are provided in RGB and CMYK color, grayscale and white.

Approved uses:

- *Print*: collateral, advertising, stationery
- *Signage*: tradeshow exhibits and other public affairs-related materials
- *Electronic*: website and online promotion