

# 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



Member logos



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



Corporate logo



Grayscale:  
100% Black



Grayscale:  
45% Black



Member logos



Corporate logo



Reverse: Use Clear  
PNG or EPS versions  
only.



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