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## **ASSOCIATION SIGNATURE GUIDELINES**

May 2014

Based on version 2.1 of Branding Guidelines



**ASSOCIATION of  
MEDICAL ILLUSTRATORS**

Illuminating the Science of Life

## 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

#### FOUR COLOR PROCESS

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

#### RGB REPRODUCTION

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

HEX: **00A8B4**



**AMI Grey** | Pantone 424 C

#### FOUR COLOR PROCESS

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

#### RGB REPRODUCTION

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

HEX: **6C6F70**

## ALTERNATE LOCKUPS

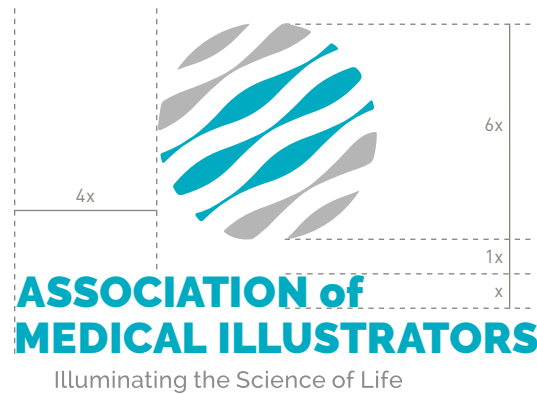
### STACKED

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#### Usage:

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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

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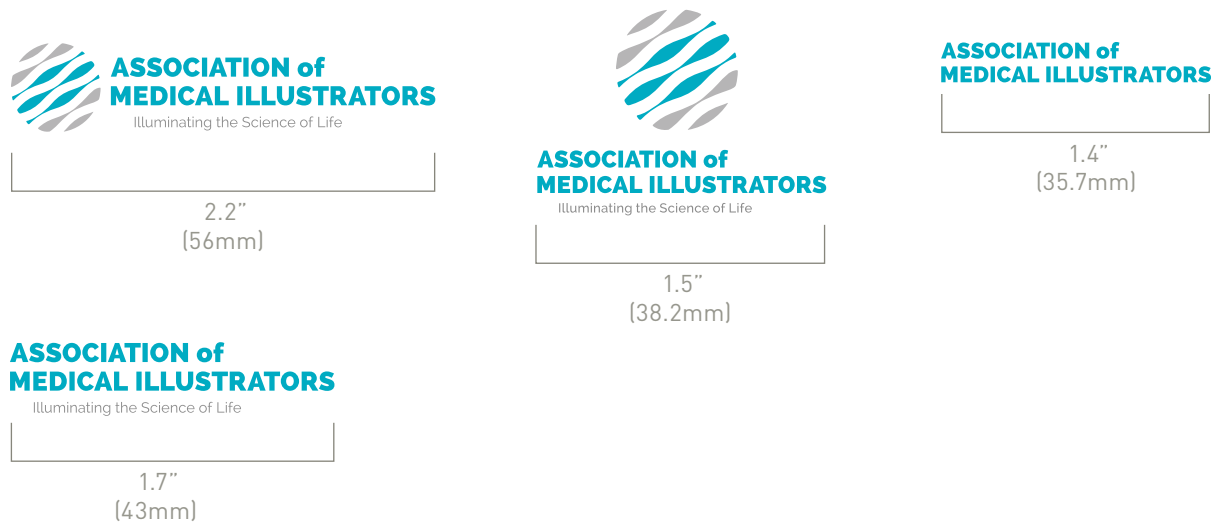
#### Usage:

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

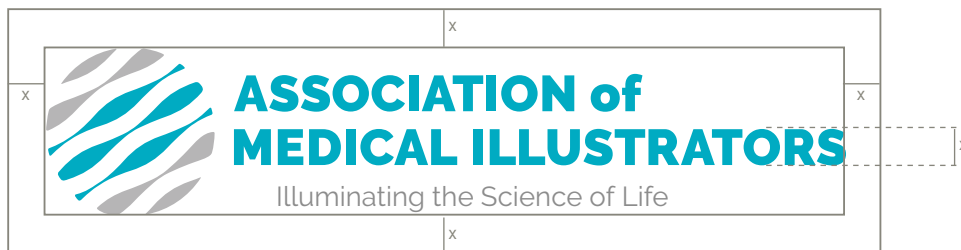
The Association of Medical Illustrators' Signature must never appear smaller than shown in the demonstration below. The minimum size will assure that the Signature is clearly legible in all forms of reproduction.



### 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.

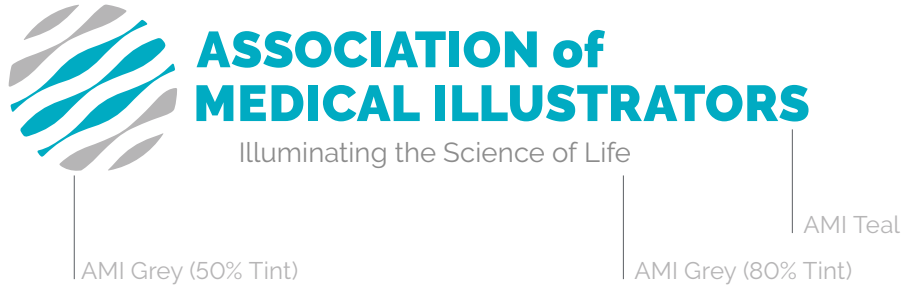
The area of isolation in the peripheral area, the depth of which is equal to x-height of the letterforms. No typography, illustration, or geometric shape other than the Association Signature should be placed in the area of isolation. Even with the signature has to be placed at an edge or in a confined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



## COLOR SPECIFICATIONS

### POSITIVE USE

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### REVERSED OUT, 2 COLOR — FROM A SOLID OR IMAGE

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White & 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, 1 COLOR, OUTLINED — FROM A SOLID OR IMAGE

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White

#### 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

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### DO NOT

Rearrange or scale any elements within the Association Signature other than those approved in this guides alternate lockups.



### DO NOT

Change the color of the Association Signature to any color other than those approved in this guides 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.

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### 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.

## SUB-BRANDING



With its enthusiasm for life, the color orange relates to adventure and risk-taking, inspiring physical confidence, competition and independence.

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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**



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