

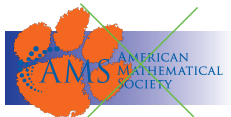
GRADUATE STUDENT CHAPTERS BRAND HIGHLIGHTS

The AMS is proud to partner with student chapters. We request student chapters use our logo correctly whether it be used digitally or in print. The logo must be placed on a plain background, free of gradients or patterns.

APPLICATION

Our logo should not be modified in any way, including changing AMS colors or iconography to match your school's design.

WHAT NOT TO DO



DO NOT PLACE LOGO OVER TEXTURE, GRADIENT OR CROWD IMAGE.



ALWAYS LEAVE DESIGNATED CLEAR SPACE AROUND LOGO.

CORRECT APPLICATION



LOGO PLACEMENT

Our logo can be placed in proximity to other logos so long as you follow the spacing requirements.

(at least) 2 in. or 144 px.

Clear space around the logo should be no smaller than the width of the "A" of AMS

(at least) 1.25 in. or 90 px.

COLOR MANIPULATION

The AMS primary color is PMS 300 and should be used as the dominant color in all applications. The secondary colors are to be used as accents only and never without the primary color.

PRIMARY COLOR

blue #0057B8

PMS 293U (coated)
PMS 300U (uncoated)

C.100 M.60 Y.0 K.0
R.0 G.87 B.185

SECONDARY COLORS

orange #E87722

PMS 158C (coated)
PMS 021U (uncoated)

C.0 M.70 Y.100 K.0
R.232 G.119 B.34

gray #98A4AE

PMS 7543C (coated)
PMS 7544U (uncoated)

C.5 M.0 Y.0 K.40
R.152 G.164 B.34

PREFERRED LOGO



SECONDARY MONOCHROMATIC LOGOS



white USE WITH DARK BACKGROUNDS



black FOR BLACK & WHITE DOCUMENTS ONLY



blue USE WITH LIGHT BACKGROUNDS