AMS 103rd Annual Meeting - Logo Usage Guide

Usage
The following basic examples show some of the best practices when using the AMS Annual logo. Please do not alter or distort the logo in any way, and work carefully to maintain clarity and legibility of the logo for any of your uses.

Below you will find variations of the logo, with and without full Meeting dates. For general announcements and advertising your programs, please include the dates when using the logo. The logo without dates can be used when spreading word about a specific event that does not span the full Meeting.

Do use the logo in its entirety without distortion or adornment:
Do place the logo over light background colors or simple images with ample contrast:
Do not place the logo over busy images or a background that will not provide enough contrast for the logo to stand out.

Do not add type to the logo.
Do not introduce other elements into the logo.

Do not distort the logo. Always maintain original proportions.

Do not remove any elements from the logo.

Templates
We plan to provide simple social media templates with the logo, font, and background colors set that can be used for Twitter, Facebook, and LinkedIn with the content of your event added. Please let us know if you plan to use a different platform that might require an alternate layout.
Primary Palette
Black: PMS 7540C
Blue: PMS 320C

Secondary Palette
Green: PMS 580C
Brown: PMS 452C
Tan: PMS 454C
Light Orange: PMS 155C
Dark Pink: PMS 709C
Lighter Pink: PMS 177C

Website colors:
Link Color: #C64040
Title Colors: #257474