AMS 104th 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.

![Logo Image](image)

**Do not** distort the logo. Always maintain original proportions.

![Logo Image](image)

**Do not** remove any elements from the logo.

![Logo Image](image)

**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](link) if you plan to use a different platform that might require an alternate layout.
Colors

Website colors:
Link Color: #e56a54
Title Colors: #002141
FONT

COMMUTERS SANS FAMILY

THIN
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

EXTRA BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890