# 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.
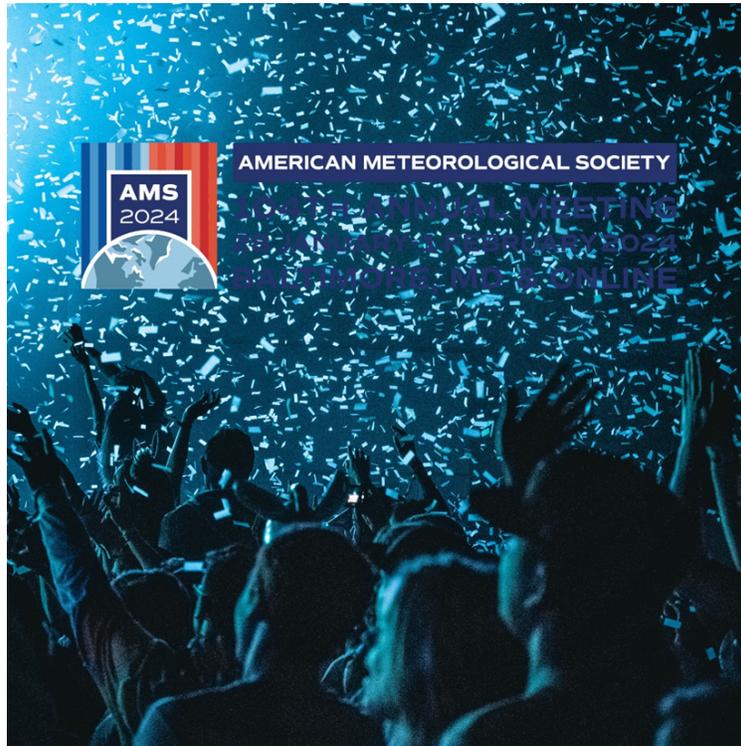
Do not add type to the logo.

Do not introduce other elements into the logo.

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.

Colors

PANTONE **3581 C**	PANTONE **7688 C**	PANTONE **543 C**	PANTONE **2208 C**	PANTONE **2945 C**	PANTONE **711 C**
RGB 34 50 110	RGB 70 152 202	RGB 164 200 225	RGB 84 137 163	RGB 0 76 151	RGB 203 44 48
HEX #22326E	HEX #4698CA	HEX #A4C8E1	HEX #5489A3	HEX #004C97	HEX #CB2C30

PANTONE **7417 C**	PANTONE **7416 C**
RGB 224 79 57	RGB 229 106 84
HEX #E04F39	HEX #E56A54

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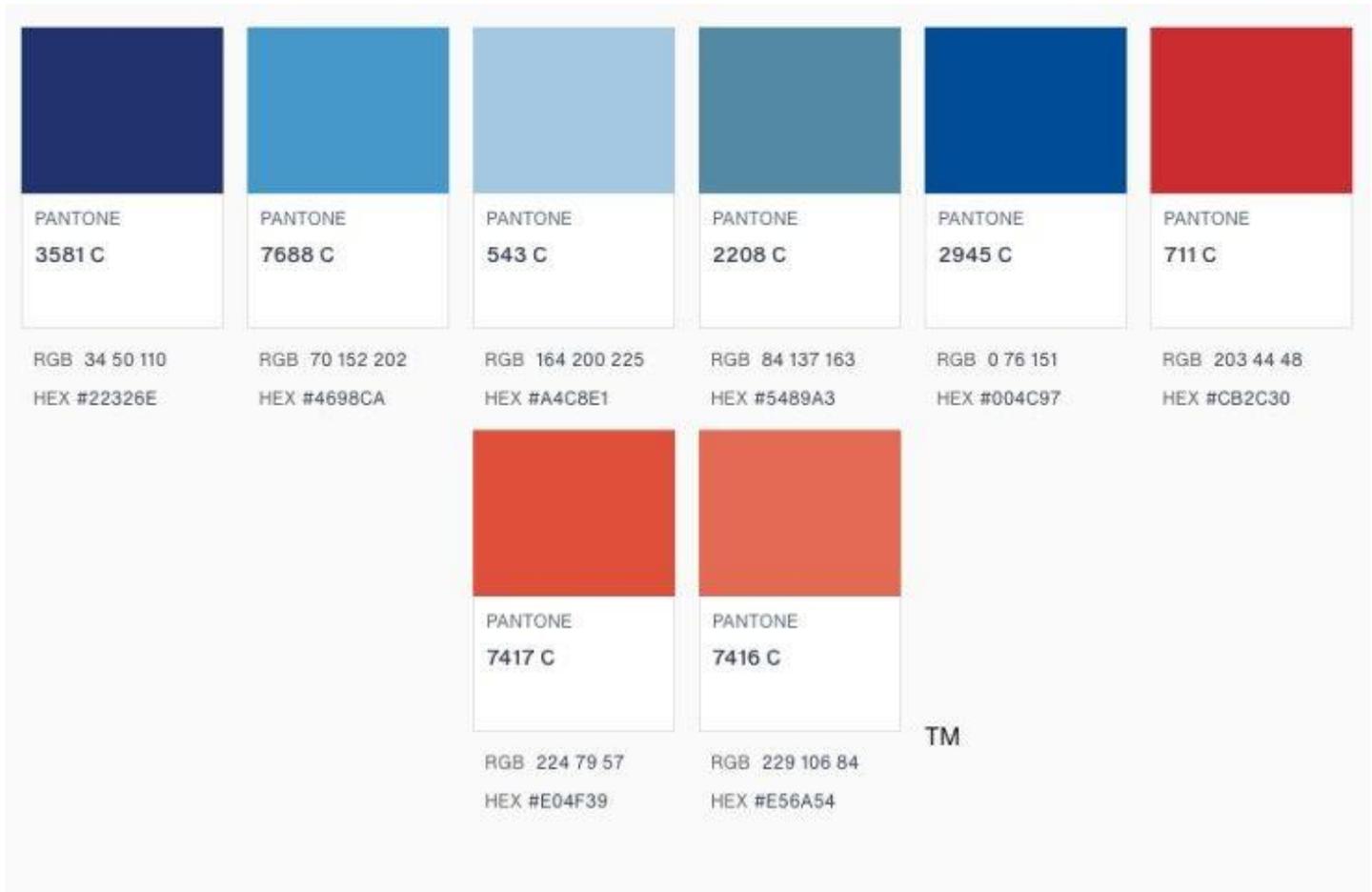
Website colors:
Link Color: #e56a54
Title Colors: #002141

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