



AMPTM

Brand Guidelines

CHAPTER LOGOS

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Chapter logo usage

This section provides guidance on proper usage of approved logos for AMPP Chapters.

Any AMPP Chapter in good standing may display the appropriate AMPP Chapter Logo for the purpose of identifying the Chapter of AMPP.

In Order for the section to utilize the AMPP Chapter logo, the following conditions must apply:

1. Use only for official Chapter business.
2. Not for use by an individual or organization except to the extent that material is provided by AMPP for use in conducting official AMPP business.
3. Prohibited for use in such a manner as might be interpreted by an unrelated third party to endorse an individual or organization other than AMPP.

AMPP will provide Chapter with a logo that meets AMPP standards and brand guidelines. Each Chapter will request their logo from Headquarters. The logo is for Chapter business only. The AMPP Chapter Logo must be used in its entirety as shown in the examples below. Alterations of this Logo will not be allowed.

To view the full Policies and Procedures Operating Manual, please visit: AMPP.org/Membership/Member-Resources/Officer-Resources

AMPP provides Chapter Logos in two formats, horizontal and stacked. By default the horizontal format should be used. If there are space limitations the vertical format is acceptable.

Horizontal



Vertical



Clear space is an area free of type, graphics, and other elements that might cause visual clutter. Clear space around the AMPP Chapter logo will ensure it has maximum visibility and impact on every communication. Clear space (defined by X) should be used for all formats of the AMPP chapter logo. The (X) distance is defined by the icon height for the horizontal logo and the negative space in the center of the AMPP icon for the stacked logo (as depicted below).



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Chapter Logo Requirements

The AMPP Chapter logo must be used in its entirety as shown. Alterations of this logo will not be allowed. Only the color variations listed below are acceptable.

When two logos are being used together (i.e., a corporate logo and a chapter logo), the corporate logo should always be on the left or on top. Other variations require the approval of AMPP Marketing and Creative Services.

Background Colors

Four-color logos should be placed on solid color backgrounds. Contrast is important—signature should be distinct against the background.

Acceptable Logo Colors

There are only four acceptable logo color variations.

- CMYK (Four-Color Process: cyan, magenta, yellow, and black)

- RGB (Web graphic: red, green, and blue)
- Black
- White

Horizontal



Vertical



In rare cases, the signature may be used over a lightly patterned background, where the logo contrast remains significant.



CHAPTER LOGOS: IMPROPER USAGE

Improper Usage: Common Errors

The AMPP logo is one of the organization's most valuable assets and, in order to preserve the integrity of the brand, should be used without distortion or interference.

1. Do not scale or skew.
2. Do not change colors or lighten.
3. Never copy logo from the Web and use in print—always reproduce in appropriate resolution
4. Do not use more than one AMPP signature on a single print page. Print collateral is allowed to contain two signatures on a page only when the signatures are legally required to be side by side.

*In the event that AMPP co-sponsors or supports an event with a Chapter, both the AMPP and AMPP Chapter Logos will be used, with the AMPP logo appearing to the left of the AMPP Chapter logo.

If the design of the collateral requires that the logos be placed vertically, the AMPP Logo will be placed above the AMPP Chapter logo.

Horizontal

1.



2.



3.



4.



Vertical

1.



2.



3.



For questions about how to use the
brand guidelines, contact AMPP Creative Services



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