



LOGO USAGE GUIDELINES

USING THE LOGO

Our logo is available in a variety of formats to make its use simple and straightforward with the flexibility that print and web usage demand. These guidelines help to protect our brand and serve to aid the reader in proper usage and layout. If you have any questions about the proper use of our logo or brand elements, please contact us before proceeding.

APPROVED LOGO VERSIONS

The following logos can appear on color, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo are not diminished. Use the guidelines below the table to determine which logo to use where. On dark backgrounds, the logo's black elements can be changed to white to maintain legibility.

1 STACKED LOGOTYPE W/ ICON



2 HORIZONTAL LOGOTYPE W/ ICON



3 LOGOTYPE



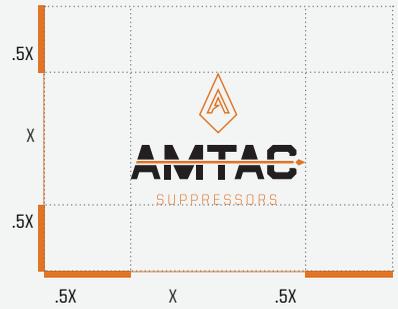
4 ICON



- 1 Use this logo when working with ample vertical space but limited horizontal space.
- 2 Use this logo when working with limited vertical space but ample horizontal space.
- 3 This logo is generally only used when both horizontal and vertical space are limited.
- 4 The AMTAC icon may be used as a branding element when the full name of the company and/or URL is also present elsewhere within the same document. Care should be taken to ensure the stroke size proportional to the icon is not altered. The stroke weight should never be lighter than .5pts when used in print.

CLEAR SPACE

The logo should never be crowded by other elements including images or other graphical elements, text or the edge of a screen or document. The guidelines serve as a useful reference for any approved logo combination used where X = Full Width and Height of Combined Logo Elements.



IMPROPER USE

There are countless ways to misuse the logo. Below are some examples, but the general rule to follow is that all proportions, colors, weights and styles of the approved logos at left should be maintained.

DO NOT SKEW THE LOGO



DO NOT ALTER THE STROKE OR ORIENTATION



DO NOT CHANGE COLORS OR POSITIONS OF LOGO ELEMENTS



CONTACT

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