Preface

The purpose of this document is to provide a framework that allows our members to deliver a consistent and relevant brand experience throughout all communications on all levels of the organization.
There are those who guide us to be better. Inspire us to learn. Enable us to grow. Like the professor who makes us smarter.

Not just feel smarter, but actually be smarter. Never just giving us the answer but helping us to discover it, and more importantly discover abilities we didn't know we had.

These educators span all skill levels, unified in their understanding that knowledge alone is not enough, but that it is the application of knowledge that empowers us. They are driven by a voracious appetite for personal development and set the highest standard for themselves. Their curiosity becomes our curiosity.

By guiding discovery, they pique our desire to learn. They make intelligence contagious. These people are members of the American Marketing Association, and we are proud to serve them.

AMA — Answers In Action.
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Logo

Logo Clearance

The minimum clear space around the logo is equal to the height and width of the “A.” The only exception is the main logo lockup where the minimum clear space is 1.5x the height of the “A.”

Recommended Small Scale Usage

The logo may be reduced in size but must remain legible. See diagrams for the minimum size for each logo version.

Logo Color

The logo should always appear in one solid color. The main colors are French Navy Blue, Bone White, and Black. If color is an option, French Navy Blue is preferred.

Logo Placement

The logo should be placed at the top or bottom of all collateral, web banners or ads and should flow with the rest of the content. The only exception would be a website or mobile application, which would be addressed in a separate guidelines document on digital usage.
Logo: Incorrect Usage

The AMA supports animation of the logo for usage in video and similar applications. In those instances, you are encouraged to separate the > from the rest of the mark and rotate it or move it to demonstrate action and energy. However, the mark should always be shown in its preferred form at the end of the animation.

- Do not use non-approved colors or mix multiple colors in the logo mark.
- Do not use sentence case for the wordmark.
- Do not recreate the wordmark with another typeface.
- Do not scale any graphic elements.
- Do not condense or distort the logo in any way.
- Do not rotate the logo.
- Do not place the wordmark in a non-approved position.
Color

The following color palette has been created for use in print and digital communications.

The brandmark should always appear in one of the primary brand colors: Bone White, French Navy Blue, or Black.

**Primary Brand Colors**

The primary brand colors combined with hints of the secondary brand color red make up the preferred palette for the AMA brand.

**Secondary Brand Color**

The secondary brand color should be used as an accent with the primary brand colors. The brandmark should never be used in the secondary brand color.

**Tertiary Brand Colors**

The tertiary palette is intended for driving differentiation between specific events, conferences, training programs and content. The tertiary colors can be used with or without the accent red. A maximum of two accent colors can be used together, and it is preferred that one primary brand color always be included.
Support Center Lockups

Community Lockups

There are three lockup options for communities to choose from based on the layout of the collateral and the needs. The community names should use Gotham Rounded Bold, with a tracking of -10, and be in sentence case. The font size should remain consistent (it can be resized smaller only if the community name is exceptionally long). The community name should be centered vertically, and the cap height should be approximately 1/3 the height of the divider line. Option 1 should only be used if the full “American Marketing Association” name is featured prominently nearby.

Product Lockups

When combining the AMA logo mark with product names, use Gotham Rounded Bold, with a tracking of -10, in sentence case. The font size should remain consistent (it can be resized smaller only if the name is exceptionally long). The name should be centered vertically, and the cap height should be approximately 1/3 the height of the divider line. The negative space to the left and right of the divider line should be equal. Designations, awards and special badges will be addressed and designed on a case by case basis and will most likely take on a form other than the lockup shown below.

Executive Circle

Knowledge Center

Executive Circle

Corporate Training

Executive Circle

Scholarly Insights

Consumer Behavior

eLearning
Professional Chapter Lockups

There are four chapter lockup options to choose from based on the layout of the collateral and the needs. The chapter names should use Gotham Rounded Bold, with a tracking of -10, and be in sentence case. The font size should remain consistent (it can be resized smaller only if the community name is exceptionally long). The chapter name should be centered vertically, and the cap height should be approximately 1/3 the height of the divider line. Option 1 should only be used if the full “American Marketing Association” name is featured prominently nearby.

---

**Professional Chapter Lockups**

- AM> Iowa
- AM> Iowa
- AM> Iowa
- AM> Iowa

**Community and Product Lockups**

- AM> Fairfield County Consumer Behavioral SIG
- AM> New Jersey Executive Circle
- AM> New York CMO Circle

---

**Incorrect Usage**

- X AM> IOWA
- X AM> Consumer Behavioral SIG Fairfield County
Collegiate Chapter Lockups

There are five lockup options for collegiate chapters to choose from based on the layout of the collateral and length of the university’s name. The chapter or university name should use Gotham Rounded Bold with a tracking of -10 and be in sentence case. The font size should remain consistent with the template provided. The chapter name should be centered vertically, and the cap height should be approximately 1/3 the height of the divider line. If your university brand guidelines conflict with this guidance, please contact the AMA Support Center to align on a lockup that works for both the AMA brand and your university brand. Do not abbreviate school names.

Collegiate Chapter Lockups

- AM> University of Wisconsin Whitewater
- AM> Utah Valley University

Community and Product Lockups

- AM> University of Wisconsin Whitewater Marketing Week
- AM> Utah Valley University Marketing Week

Incorrect Usage

- AM> University of Wisconsin Whitewater
- AM> Utah Valley University
- AM> University of Wisconsin Whitewater
Social Media Profiles

Chapter Profiles

In an effort to adhere to the scale restraints, all city chapters should use the Main Logo Mark in their profile images. This is the mark that only utilizes the three characters.

The primary and tertiary brand colors noted in the Style Guide are available for use in social profile images as long as the color combinations follows the guidelines outlined.

Social profile images are always accompanied by the name on the profile. Be sure to list the chapter name as AMA _____ or American Marketing Association _____.

Samples In Use

AMA Boston

American Marketing Association Boston Chapter

American Marketing Association Utah Valley University

AMA University of Wisconsin Whitewater
Support Center Sponsor Logo Placement

When the AMA brandmark is placed next to an additional sponsor or supporter, consider size, placement and relevance.

When possible, the sponsor logos should be placed on the side or bottom of the communication. When that is not possible, please use the guidance shown. When that is not possible, select the most proportional logo lockup.

When the full “American Marketing Association” name logo lockup is nearby, a simple logo mark placement is preferable.

Sponsors cannot use the AMA logo or trademarks in communications without explicit written approval or direction from the AMA.

Simple Logo Mark

Singular

Multiple

facebook

Forbes

facebook  Forbes

sprout

social
Chapter Sponsor Logo Placement

When the chapter lockup is placed next to an additional sponsor or supporter, consider size, placement and relevance.

When possible, the sponsor logos should be placed on the side, bottom or body of the communication. When that is not possible, please use the guidance shown. In those instances, select the most proportional logo lockup.

When the full “American Marketing Association” name logo lockup is nearby, a simple logo mark placement is preferred.

Sponsors cannot use the AMA logo or any of its related trademarks in communications without explicit written approval or direction from the AMA.
Tagline Usage

**Answers in Action.**

The AMA tagline should only be used in approved lockups and provided layouts.

The AMA tagline should always stand alone and not be part of a sentence or paragraph. Contact the AMA brand team with any questions.

In video presentations the AMA tagline should be part of the logo lockup but need not be part of the audio. If the tagline floats independently in a video, the final action of the segment of animation should end with the tagline in place within the lockup.

The tagline should use only approved AMA fonts and adhere to the standards of the American Marketing Association name.

When used in local chapter lock-ups the AMA tagline may be preceded by the local chapters, city or region name. E.g. AMA Chicago. Answers in Action.

The tagline should include appropriate trademark or copyright symbols.

**Support Center Usage**

![AM>American Marketing Association](image)

**Executive Circle**

![AM>American Marketing Association](image)

**Collegiate Chapter Usage**

![AM>American Marketing Association](image) University of Wisconsin Whitewater

**Answers In Action™**

**Professional Chapter Usage**

![AM>American Marketing Association](image)

**Chicago**

Answers In Action™
Graphic Elements

Each letterform that makes up the AMA logomark may be used as a graphic element. We recommend incorporating these forms into photography, as interactive pieces of the photo in front of and/or behind the person in focus.

The divider bar is recommended to separate headlines from body copy.

When directional arrows are needed, use the “A” from the logo within a circle.

Example of graphic incorporation
Typography

Typography plays a critical role in all AMA communications. The AMA uses Gotham Rounded in key marketing communications because it is professional, modern, and maintains its integrity regardless of scale.

All typography within communications should be presented in a user-friendly manner to convey meaning clearly and simply.

The primary headline of a piece of collateral should be in Gotham Rounded Book. The secondary headline (ex. the presenter) should be in Gotham Rounded Bold/all caps. Body copy should be separated by a divider line and be in Gotham Rounded Book.

Sample Usage

AMERICAN MARKETING ASSOCIATION PRESENTS

Learn Marketing 101

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Secondary Typography

Alternative typography that is readily available for most of our network has been selected for use in general communications like meeting minutes, emails and presentations. Those fonts include Arial Regular, Arial Bold and Times New Roman Regular.

Times New Roman should only be used as a secondary option for body copy.

Sample Usage

AMERICAN MARKETING ASSOCIATION PRESENTS

Learn Marketing 101

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AMERICAN MARKETING ASSOCIATION PRESENTS

Learn Marketing 101

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Patterns

There are four distinct approved patterns for AMA branding. These may be scaled, but must be legible. Patterns should never be rotated. The maximum number of colors used in each pattern should be limited to three: AMA Bone White as either background or pattern plus one or two of the approved colors from page 8.
Photography

Content & Style
Photography should relate to the subject of the article. It should help tell a story, and like our brand voice, photography should draw the reader in and pique curiosity.

Photography choices should be rooted in our design principles: intuitive, inspiring, smart, credible and inviting. Also, it should elevate the image of the AMA while exalting the profession.

Lighting
Photography should never look like stock photography. It should have a lifestyle feel with natural lighting. The overall tone should be slightly desaturated with a cool tint. These examples have a cool tint/blue filter applied.

Cropping
Use cropping as needed to focus on the relevant content or subject matter.
Photography

LOCAL FLAIR:
Each chapter should be able to celebrate their city through the use of photography.

Content & Style
Photography should capture the essence of the city. Cityscapes are preferred if the skyline is distinguished, however other characteristics may be captured as well. Outdoor environments are recommended. People may be in the frames if they are not the main focus. If there are people in the frame, we prefer that they are not looking at the camera.

Lighting
Photography should never look like stock photography. It should instead have a lifestyle feel with natural lighting. Photos may be in color with a cool tint, or one color with French Navy Blue.

Cropping
Use cropping as a compositional tool to showcase the distinguishing architectural or geographical features of each chapter location.
All communications should be intuitive, inspiring, smart, credible and inviting. All AMA communications should be presented in a user-friendly manner to convey their meaning clearly and simply. Communications should elevate our image while exalting our profession. Communications should keep viewers engaged with provocative ideas presented in an accessible manner.
To whom it may concern,


Sincerely,
Matthew Jacobson
Creative Director
Marketing 101

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Print Collateral

All AMA communications should be intuitive, inspiring, smart, credible and inviting. They should be presented in a user-friendly manner to convey their meaning clearly and simply. Collateral should clearly curate the essential issues while filtering out the noise and distractions. It should draw members in by piquing their curiosity with relevant information. All print collateral at the chapter level must include a chapter lockup.

Conference Signage

2016 ANNUAL CONFERENCE
Inspired Marketing

2016 ANNUAL CONFERENCE
Inspired Marketing

SEPTMBER 27-29
AUSTIN, TX
Print Collateral

Conference Badges

Matthew Jacobson

CREATIVE DIRECTOR / OKRP

2016 ANNUAL CONFERENCE
Inspired Marketing
Print Collateral

Conference Signage

AMA AUSTIN PRESENTS
UX Design Trends

September 27-29
Austin, TX
Print Collateral

Conference Badges

Matthew Jacobson
CREATIVE DIRECTOR / OKRP

AMA AUSTIN PRESENTS
UX Design Trends
Print Collateral

Branded Merchandise
Conferences and Events

All AMA communications should be intuitive, inspiring, smart, credible and inviting. They should be presented in a user-friendly manner to convey their meaning clearly and simply. Conference and event collateral should clearly curate the essential issues while filtering out the noise and distractions. It should draw members in by piquing their curiosity with relevant information. All conference and event communications and signage at the chapter level must include a chapter lockup.

Usage with AMA logo
Conferences and Events

2016 ANNUAL CONFERENCE
Inspired Marketing
SEPT 27-29 | AUSTIN, TX

AMA AUSTIN PRESENTS
UX Design Trends
SEPT 27-29 | AUSTIN, TX
AMA | Austin
Conferences and Events

Event Program

AMA AUSTIN PRESENTS
UX Design Trends

Front Cover Page

Back Cover Page
Conferences and Events

Event Program
Conferences and Events

Direct Mailer

2016 ANNUAL CONFERENCE
Inspired Marketing

Save the date for THE marketing event of the year:

SEPTEMBER 27-29
JW Marriott, Austin, TX
ama.org/annual

KEYNOTE SPEAKERS
Guy Kawasaki, Chief Evangelist, Canva
Chris Di Cesare, Head of Creative Programming at Google/YouTube

STRATEGIC TRACKS
- Insight & Innovation: An Irresistible Link
- Next Practices: Getting Ahead of the Marketing Curve
- Power of Content: The Key to Competitive Advantage

Register before September 1st to save with the early registration fee.
To learn more visit ama.org/annual

Official Partner
Converse
PPAI
dapressy

AMA AUSTRALIA PRESENTS
UX Design Trends

Save the date for THE marketing event of the year:

SEPTEMBER 27-29
JW Marriott, Austin, TX
ama.org/annual

KEYNOTE SPEAKERS
Guy Kawasaki, Chief Evangelist, Canva
Chris Di Cesare, Head of Creative Programming at Google/YouTube

STRATEGIC TRACKS
- Insight & Innovation: An Irresistible Link
- Next Practices: Getting Ahead of the Marketing Curve
- Power of Content: The Key to Competitive Advantage

Register before September 1st to save with the early registration fee.
To learn more visit ama.org/annual

Official Partner
Converse
PPAI
dapressy

Sponsorship and exhibit opportunities are available. Contact Lisa at 303-602-9000 or email lisa@ama.org
Conferences and Events

Social Media Graphic Examples

2016 ANNUAL CONFERENCE
Inspired Marketing
SEPTEMBER 27-29 / AUSTIN, TX

4 days of marketing advice, presentations, and networking

AMA AUSTIN PRESENTS
UX Design Trends
SEPTEMBER 27-29 / AUSTIN, TX

4 days of marketing advice, presentations, and networking

AMA AUSTIN PRESENTS
UX Design Trends
SEPTEMBER 27-29 / AUSTIN, TX

4 days of marketing advice, presentations, and networking

AMA AUSTIN PRESENTS
UX Design Trends
SEPTEMBER 27-29 / AUSTIN, TX

4 days of marketing advice, presentations, and networking