



AMCA MEMBER LOGO BRAND USAGE & STYLE GUIDE

www.amca.org/member-logo-styleguide

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COOL GRAY 8

BRAND USAGE & STYLE GUIDE

The Air Movement and Control Association International (AMCA) Brand Usage and Style Guide was developed as a foundation for the AMCA identity. Providing a clear, professional and consistent message is vital to the AMCA strategic plan, and building strong brand awareness heightens AMCA's reputation as the international authority on air system components. This document lays out guidelines for consistent use of AMCA's name, colors, logos and overall corporate identity.

AMCA has developed other important documents that provide guidelines for the AMCA Certified Ratings Program (CRP) seal usage and editorial style usage. Rules concerning CRP seal reproduction, application and use of the seals are can be found in AMCA Publication 11. AMCA also provides guidance on the listing label programs found in AMCA EC 327, AMCA EC 2011 and AMCA Publication 513. Editorial style rules can be found the AMCA Editorial Style Guide.

Guidelines found within this document are meant to serve as a tool for employees, members, business partners and media outlets to ensure consistent brand usage across all communication channels. It is the responsibility of all these groups to ensure the brand is represented accurately, both internally and externally. With your help, we can continue to build a consistent and coordinated brand identity for AMCA.

APPROVED USERS

AMCA grants its members, partners, sponsors, vendors and other entities with which AMCA has an arrangement a limited, revocable and non-transferable right to use approved AMCA logos. Only members of the approved users list are allowed to use the AMCA word marks and logos. Please review carefully the permissible word and logo usage as stated below.

AMCA MEMBER LOGO GUIDELINES

- AMCA Name Usage
- AMCA Colors
- AMCA Region Logos
- AMCA Member Logos

AMCA NAME USAGE

“Air Movement and Control Association International” is the complete name of the association. The complete name should always be used the first time it appears written out in a document. Proper usage in written, verbal and visual communications will enhance the AMCA brand identity. “Air Movement and Control Association International” is six separate words. All words should be capitalized except for the word “and.” The name should never be used with a possessive (’s).

CORRECT NAME USAGE

The first time the association’s name appears in a document, it should always be

Air Movement and Control Association International

The following are appropriate versions of the association name after the first appearance:

01. AMCA International Inc.

02. AMCA

03. AMCA International

04. Asia AMCA, European AMCA,
Middle East AMCA, Americas AMCA

INCORRECT NAME USAGE

The following are incorrect usage and style:

01. **Do not** use any other form of Air Movement and Control Association International first in a document

02. **Do not** use all lower case letters

03. **Do not** combine the Air Movement and Control Association name with parts of other words

04. **Do not** use Air Movement or Air Control as a stand alone

AMCA COLORS

Visual recognition of the AMCA brand is strongly based on color. The color scheme is a critical element that helps define the brand and aids in protecting the association's brand integrity. AMCA has developed a color scheme to further the brand integrity in both its primary and secondary usages.

AMCA PRIMARY COLORS

These Pantone colors or their CMYK/RGB conversions should be used for all materials that reflect the AMCA brand:

PANTONE 7427 C



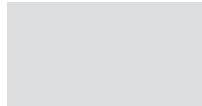
FOR WEB USE

R: 153 G: 027 B: 030

FOR PRINTING USE

C: 024 M: 100 Y: 100 K 025

PANTONE 7541 C



FOR WEB USE

R: 220 G: 221 B: 222

FOR PRINTING USE

C: 000 M: 000 Y: 000 K 015

PANTONE 9 C



FOR WEB USE

R: 119 G: 120 B: 123

FOR PRINTING USE

C: 000 M: 000 Y: 000 K 065

AMCA SECONDARY COLORS

These Pantone colors or their CMYK/RGB conversions should be used only as supporting secondary colors:

PANTONE 1817 C



FOR WEB USE

R: 111 G: 018 B: 000

FOR PRINTING USE

C: 000 M: 090 Y: 100 K 066

PANTONE 1807 C



FOR WEB USE

R: 181 G: 018 B: 027

FOR PRINTING USE

C: 000 M: 100 Y: 096 K 028

COOL GRAY 8



FOR WEB USE

R: 119 G: 120 B: 123

FOR PRINTING USE

C: 000 M: 001 Y: 000 K 043

AMCA MEMBER LOGOS

When a manufacturer joins AMCA, that organization agrees to support the association in maintaining the ethical conduct of business in the industry. The member logo may be used on marketing material but not on publications containing performance ratings. The logo does not mean that the manufacturer's products are licensed to use the AMCA CRP seal, only that they are a member of AMCA.

AMCA PRIMARY LOGOS

Light Background Options



This logo is only to be used in documents that will be printed in color.



This logo is only to be used in documents that will be printed in black and white.

Dark Background Options



This logo is only to be used in documents that will be printed in color.



This logo is only to be used in documents that will be printed in black and white.

AMCA SECONDARY LOGOS

Light Background Options



This logo is only to be used in documents that will be printed in color.



This logo is only to be used in documents that will be printed in black and white.

Dark Background Options



This logo is only to be used in documents that will be printed in color.



This logo is only to be used in documents that will be printed in black and white.

LOGO SIZE & CLEAR SPACE

The objective of using the AMCA logo is to create a professional and consistent look. For this reason, a minimum size has been established to ensure optimal visual appearance. The AMCA logo should always be, at a minimum, the same size and placed in an equally prominent position when used with other company logos. A clear space surrounding the logos is required to protect the visual appearance.

LOGOS SIZE

Primary Logo

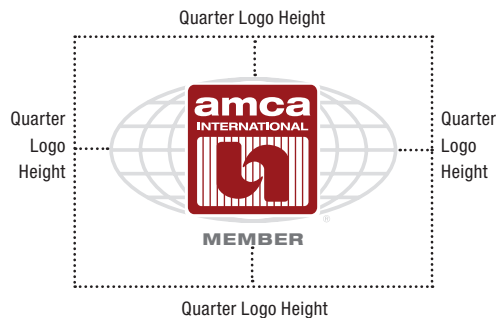


Secondary Logo



CLEAR SPACE

Primary Logo



Secondary Logo



LOGO MISUSE

The AMCA logo has been created to ensure the integrity of our brand. Modifications of any kind, including color, stretching, proportions, blurs, drop-shadows and layout are strictly prohibited. Protection of AMCA brand identity can be ensured by using authorized logos with no alterations.

INAPPROPRIATE LOGO USAGE



Use of AMCA International logo
as a member



Do not alter or change colors



Do not stretch in any direction



Do not add blurs



Do not add drop-shadows



Do not alter proportions or layout

AMCA TYPEFACE & TAGLINE

AMCA has established a typeface that is to be carried throughout all AMCA visual collateral pieces. Our association typeface, Helvetica, has been chosen for its strong yet legible appearance. It is important when developing a visual element to use the specified Helvetica fonts protecting brand identity. The corporate tagline can be used in conjunction with the AMCA logo. The punctuation is modeled below. If you do not have access to Helvetica Neue, Arial is permitted or contact Robb Clawson at rclawson@amca.org for assistance.

HELVETICA TYPEFACE USES

Helvetica Neue LT Std - 73 Bold Extended (used for main headings)

The International Authority on Air System Components Since 1917

Helvetica Neue LT Std - 75 Bold (used for secondary headings)

The International Authority on Air System Components Since 1917

Helvetica Neue LT Std - 55 Roman (used for sub-headings)

The International Authority on Air System Components Since 1917

Helvetica Neue LT Std - 45 Light (used for body copy)

The International Authority on Air System Components Since 1917

Helvetica Neue LT Std - 65 Medium (used for captions)

The International Authority on Air System Components Since 1917

Helvetica Neue LT Std - 57 Condensed (used for limited space)

The International Authority on Air System Components Since 1917

COPYRIGHT & TRADEMARK USAGE

AMCA communications are created to grow and support our brand. It is important that authors creating material for AMCA are diligent in protecting copyrights and trademarks. All material intended for print, copy or distribution must include copyright and trademark notices. Modifying a trademark in any way is strictly prohibited

COPYRIGHT USAGE EXAMPLES

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or

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REGISTERED TRADEMARKS

01. AMCA International Primary Logo

03. AMCA International Member Logo

02. AMCA International Secondary Logo

04. AMCA International Regional Logos

www.amca.org/styleguide

RESOURCES

AMCA International Headquarters and Laboratory

www.amca.org

AMCA White Papers

www.amca.org/whitepapers

CRP Publications (no cost) and Standards (cost)

www.amca.org/store

Searchable CRP Database of AMCA Certified Products

www.amca.org/certified-listed/cpsearch.php



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