

AMCP STUDENT CHAPTER IDENTITY GUIDE

This document provides guidance for the proper use of your AMCP student chapter identities. If you have any questions about proper use, please **Julie MacDonald at jmacdonald@amcp.org and 703.684.2600 x615.**

To create a unified brand “family,” AMCP created master brand extensions for the student chapters so that we can show up as a unified organization. Based on your feedback, we also created additional templates that have your chapter logos prepopulated.

Your suite of materials includes:

- Student chapter logo
- Social media avatars
- Letterhead
- PowerPoint template

All chapters should have your chapter specific suite of materials. If you need it resent, please email studentdevelopment@amcp.org.

Note

Never attempt to re-create or alter your AMCP student chapter identities. And never use the master AMCP logo without consent from the AMCP Marketing and Communications team who you can contact at the above information.

CLEAR SPACE

As the primary visual representation of your student chapter, your logo must stand out among other visual elements. A



minimum clear space must be maintained around your logo wherever it appears. The gray area illustrates the minimum required clear space. The minimum clear space on all four sides of the logo is equal to the letter "X" to the right of this paragraph: the height of the logotype.

Please note that this is the minimum recommended clear space – wherever possible, the amount of clear space should be increased.

Minimum size

To ensure legibility, the logo should not be reproduced smaller than the designated minimum size (.75 inches/55 pixels/20 millimeters).

.75in. / 55px / 20mm



TYPOGRAPHY

The AMCP typefaces provide the breadth of styles necessary to express the values on which our brand is built. It is important to leverage these typefaces thoughtfully and in accordance with these visual identity standards.

Our primary typeface is Montserrat. It is a clean face that gets to the core of our identity: intelligent, clear and distinctive. It offers a fresh take on classic san-serif fonts. Montserrat is straightforward, progressive, forward-focused and pragmatic.

We augment Montserrat with our **secondary typeface: Open Sans.** This humanist san-serif typeface is designed to be highly legible on screen and in small sizes.

In cases where Montserrat or Open Sans are not available, **Arial** should be used as a substitute. These cases may include digital applications such as HTML emails, Word documents or digital presentations (such as PowerPoint) which cannot embed fonts.

Both **Montserrat** and **Open Sans** are open source fonts – free for download.

Montserrat Download [here](#).

Open Sans Download [here](#).

Montserrat (Light, Regular, Medium, Semi-Bold, Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Open Sans (Light, Regular, Semi-Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

OUR COLOR PALETTE

Color plays a critical role in our visual system. In combination with typography and logo, color sets the tone and personality of our brand. Through consistent and thoughtful use of the AMCP color palette we will ensure that audiences are able to easily recognize and remember AMCP brand communications.

Our distinctive, clean color palette enables us to express intelligent influence across all our visual communications. By using this palette consistently and thoughtfully, we can give our brand a powerful advantage through differentiation, ensuring that audiences are able to easily identify and remember AMCP.

Our primary colors are White, Blue, Gray and Green – a combination that speaks to established science and the spirit of innovation.

Primary

The diagram displays three primary color swatches: AMCP Blue, AMCP Green, and AMCP Gray. Each swatch is a square with its name and color code (PMS, CMYK, HEX, RGB) listed inside. Below the AMCP Blue swatch is a smaller blue square with the CMYK code 100-85-5-22. Below the AMCP Gray swatch is a smaller gray square with the CMYK code 20-14-12-40. A double-headed arrow points from the AMCP Blue swatch to the AMCP Gray swatch, with the text "substitute these values for 4-color process printing" written above the arrow.

Color Name	PMS	CMYK	HEX	RGB	4-color Process CMYK
AMCP BLUE	281	100-85-5-36	00205B	0-32-91	100-85-5-22
AMCP GREEN	2292	48-0-92-0	93C90E	147-201-14	
AMCP GRAY	Cool Gray 10	40-30-20-66	63666A	99-102-106	20-14-12-40

Note

If you are printing materials, substitute the above values for AMCP Blue and AMCP Gray for 4-color process printing.

SHOW US YOUR SWAG

AMCP is excited for student chapters to use your respective identities. From polo shirts to pens, we want to see how you're representing AMCP. Take pictures of your student chapter using your swag and email them to **Julie MacDonald at jmacdonald@amcp.org and 703.684.2600 x615**. We might feature your pictures on our social media platforms and other promotional materials.