# ASSOCIATION OF MBAs

BRANDING GUIDELINES

HOW TO USE THE LOGO

CHOOSING THE RIGHT COLOUR LOGO

The AMBA logo is available in a range of colorations, with different combinations of silver, white, and black.

When choosing the correct logo to use in certain situations, use the following guidelines:

- Make sure that the logo is clearly legible.

- Give preference to the versions of the logo that include the diamond and the word 'association' in silver, and have the 'of Amba's' wording in black or white.

- Use the fully black, white and silver versions of the logo if suitable for the design, or if the version with a silver diamond does not appear legibly.

- When placing the logo on top of photography, try and avoid placing it on top of complex parts of the image.
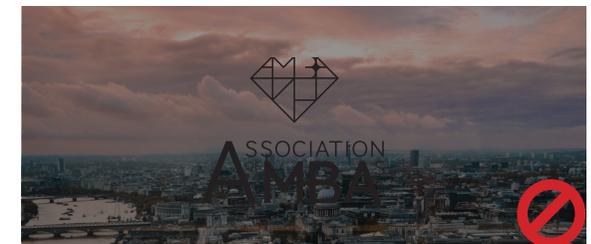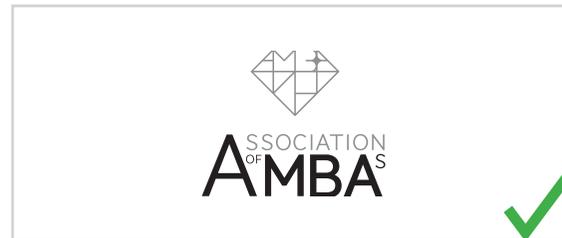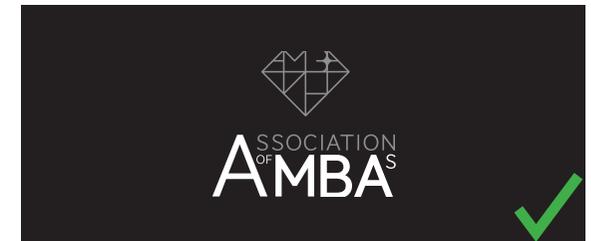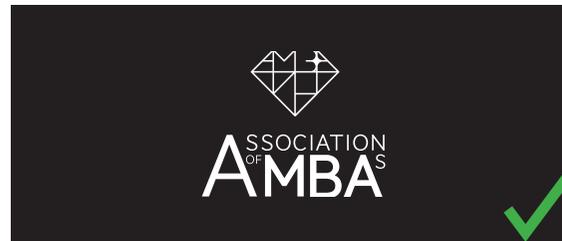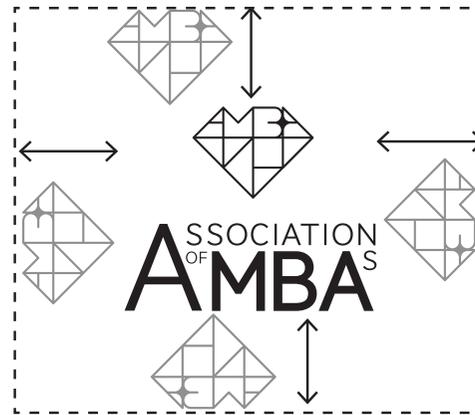
HOW TO USE THE LOGO

EXCLUSION ZONE

Always ensure that a clear space is left around the logo that contains no visual elements. This gives the logo some breathing room and helps it to appear impactful.

The exclusion zone should be constructed by taking a measurement equal to half the height of the logo. This measurement should be applied in all directions.
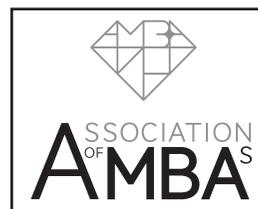
HOW TO USE THE LOGO

EXAMPLES OF IMPROPER USE

When using the logo, please do not:

- Allow the logo to appear pixelated
- Squash the logo
- Stretch the logo
- Place the logo inside a box
- Change the fonts used in the logo
- Change the arrangement of text in the logo
- Change the colour of the logo
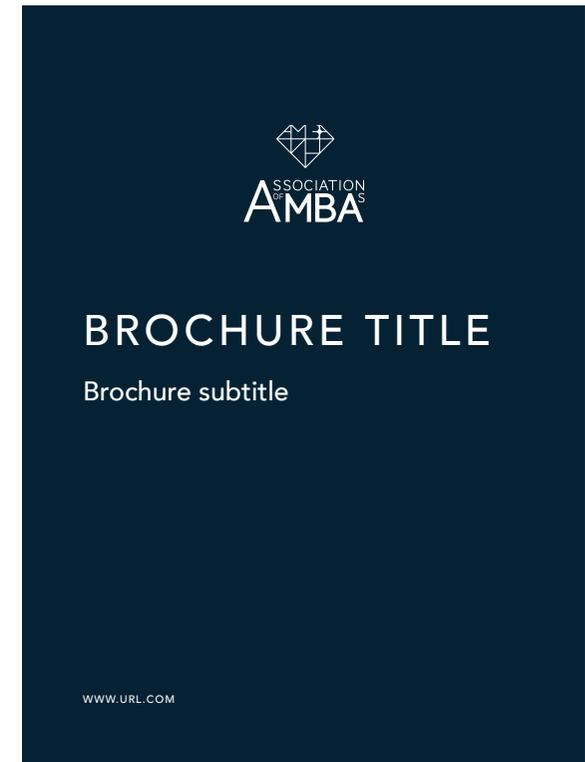- Make a pattern with the logo or parts of the logo

HOW TO USE THE LOGO

GUIDELINES FOR IMPLEMENTATION

Some rough examples of brand implementation are shown here. When creating brand materials, use the following guidelines:

- Do not overuse the logo. Where possible, the logo should be used no more than once per document. Using the diamond multiple times on a document will dilute its impact – a diamond is made special because of its rarity and exclusivity.

- When choosing imagery, avoid imagery that features diamonds, both in a photographic and illustrative manner, as this may dilute the impact of the AMBA diamond.

- Be sure to give the logo plenty of space. Always adhere to the exclusion zone.

ASSOCIATION OF AMBAs

LOREM IPSUM

dolor sit amet consectetur
adipiscing elit, sed do eiusmod
tempor incididunt ut labore et
dolore magna aliqua.

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BROCHURE TITLE

Brochure subtitle

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VARIATIONS OF THE LOGO

When selecting a logo for use, preference should be given to the centre-aligned logo.

If required, a left-aligned version of the logo is available.

With both alignment options, further options for variations of colour and appearence of a strapline are available.

When using any logo, all the rules for usage laid in this document apply.
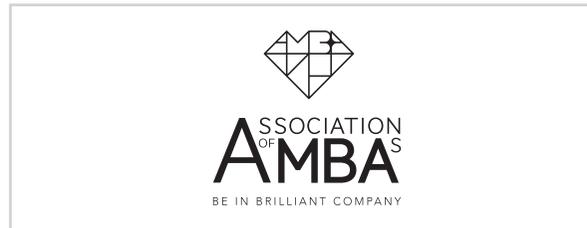
COLOUR PALETTE

When creating branded materials for AMBA,
please ensure that you use the correct colours.

AMBA MIDNIGHT BLUE

C: 100 M: 80 Y: 60 K: 55
R: 0 G: 36 B: 52
#002434
Pantones: 539C / 539U

AMBA SILVER

C: 41 M: 32 Y: 32 K: 11
R: 154 G: 153 B: 154
#9A999A
Pantones: 415C / 423U