

**amec**

**BRAND GUIDELINES**

# ABOUT AMEC

## AMEC is the International Association for Measurement and Evaluation of Communication

It is the world's largest media intelligence and insights professional organisation, representing organisations and practitioners who provide media evaluation and communication research. AMEC currently has more than 160 members in 86 countries worldwide.

AMEC thinks and operates internationally, forming working groups from different countries to work together on new initiatives, all reinforced by its International Chapters in Asia Pacific, North America and Europe.

The AMEC logo is regarded as an international mark of excellence in the provision of media evaluation and communication research services to clients.

AMEC's pioneering work in the field has included the development of the Barcelona Principles; Barcelona Principles 2.0 and most recently the launch of the AMEC Integrated Evaluation Framework.

# AMEC COLOUR PALLETE

The main colours used in AMEC's brand identity



## AMEC ORANGE

**RGB:** R: 255 G: 88 B: 0

**HEX:** #ff5800



## DARK GREY

**RGB:** R: 58 G: 57 B: 57

**HEX:** #3a3839



## MID GREY

**RGB:** R: 212 G: 212 B: 212

**HEX:** #d4d4d4

# AMEC COLOUR PALLETE

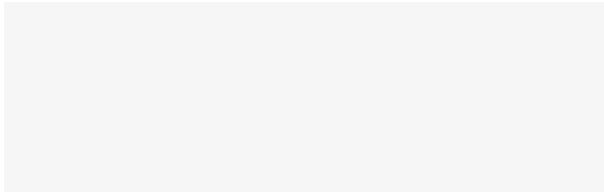
## Secondary colours for AMEC's identity



### TEAL

**RGB:** R: 37 G: 137 B: 189

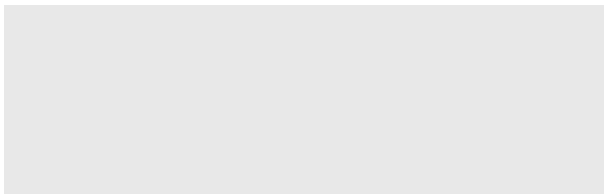
**HEX:** #2589BD



### FAINT GREY

**RGB:** R: 246 G: 246 B: 246

**HEX:** #f6f6f6



### LIGHT GREY

**RGB:** R: 232 G: 232 B: 232

**HEX:** #e8e8e8



### NAVY

**RGB:** R: 10 G: 34 B: 57

**HEX:** #0a2239

# AMEC LOGO

## Logo colour variations



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### MAIN COLOUR LOGO

AMEC in Orange displayed on a White background.



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AMEC in Orange displayed on Dark Grey background.



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AMEC in White displayed on AMEC Orange background.

# AMEC LOGO

Using the logo ontop of graphics and photos



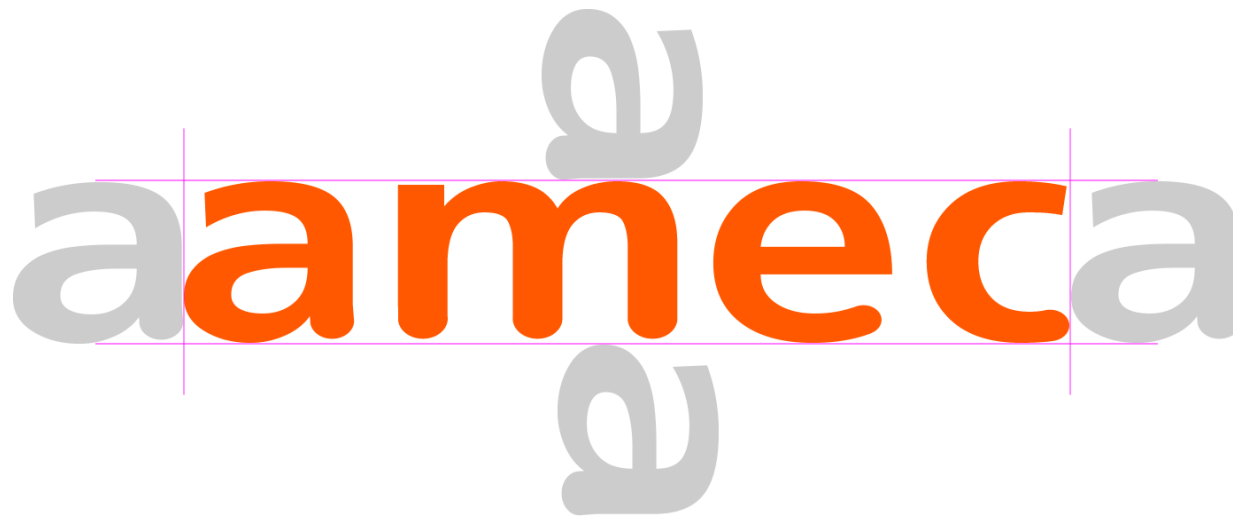
Where possible use the AMEC Orange logo on top of an image. There must be clear contrast between the image and AMEC logo.



If unable to use the AMEC Orange logo a White version of the logo can be used to ensure there is enough visual contrast between the logo and background.

# AMEC LOGO

## Sizing and spacing of logo



To ensure there is enough padding around the logo, the *a* of the AMEC logo can be used as a visual spacer. This will ensure the padding around the logo is consistent to the size of the logo being displayed.

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Where possible the logo shouldn't be displayed smaller than 40mm wide and scaled following original proportions.

# AMEC LOGO

## Rules on editing the logo

When displaying the logo ensure that it is displayed with correct padding, all elements of the logo are visible and not cropped or removed.



When adjusting the size of the logo ensure that the height and width are scaled to the original proportions to avoid it displaying squashed or stretched.

The logo should only be shown using the brand colour palette. Where possible the Orange logo should be used then followed by the Dark Grey or White.





# AMEC TYPOGRAPHY

## Fonts used within the brand identity

AMEC uses three different fonts within the main AMEC branding: Ubuntu, Open Sans and Arial. For different Summits sometimes a different font is used to create an individual style for that summit.

### **Ubuntu**

A Web safe font used for headers and large displays on the website and other materials. This is a free to download font (via Google Fonts) to allow easy accessibility.

### **Open Sans**

A Web safe font which is used for all body content on the website and other materials. This is a free to download font (via Google Fonts) to allow easy accessibility.

### **Arial**

If unable to use Open Sans, the font Arial can be used as a fall back. This may be used for offline inhouse content.

