

## **Branding and Style Guide**

October 2024

# THE AMA CORPORATE MARK



## UNDERSTANDING THE CORPORATE MARK

Known internally as the *AMA Wings*, the AMA corporate mark or logo can be viewed as an integration of five distinct components: the wings, the torch, the organization's abbreviation, its full name, and the registered trademark symbol. These are important graphic elements that symbolize the mission of, or otherwise identify, the Academy of Model Aeronautics.

### 1 | THE WINGS

Symbolize AMA's association with flight.

### 2 | THE TORCH

Symbolizes AMA's commitment to promote, protect, and pass on aeromodeling knowledge.

### 3 | THE ORGANIZATION'S ABBREVIATION

To many of its members, the Academy of Model Aeronautics is known simply as AMA.

### 4 | THE ORGANIZATION'S NAME

Identifies the Academy of Model Aeronautics clearly among other organizations that share our abbreviation, AMA.

### 5 | THE REGISTERED TRADEMARK SYMBOL

The AMA corporate mark is registered with the United States Patent and Trademark Office affording AMA certain privileges, rights, and protections regarding its use.

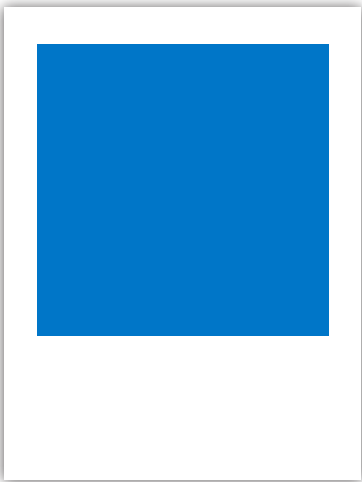
## DISPLAYING THE CORPORATE MARK

The AMA corporate mark is the cornerstone of our visual identity as an organization and serves as a type of signature, allowing those who see it to identify the item or information upon which it is placed, and anyone associated with that item or information as being endorsed or otherwise supported by the Academy of Model Aeronautics. As such, it is important to be mindful of how and where the logo is displayed in order to protect its integrity as the visual signature of our organization.

When it has been determined that it is appropriate to display the AMA corporate mark, refer to the guidelines set forth below pertaining to the appropriate color, size, orientation, and preservation of the collective presence of all five elements.

COLOR

Color is important to the recognition of the AMA’s corporate mark. Sufficient contrast should always exist between the corporate mark and any existing background colors. The AMA’s core color is shown below in each of the three color compositions which may be used to reproduce it.



For color digital printing or process-color presswork.

C: 100% M:46% Y:2% K:0%

For spot-color presswork.

PANTONE 3005 C

For digital reproduction (Web, PowerPoint presentations, etc.).

R: 0 G: 117 B: 201

Whenever possible, the corporate mark should appear in the core color. The next preferable method of display is “reversed” out of (displayed in white against) the core color. Finally, if the background color that will be used does not provide sufficient contrast for use with, or otherwise “clashes” with, the AMA’s core color, the corporate mark may be represented in either black or white depending on which variation provides greatest contrast.



Displayed in core color



Reversed from core color



In black for contrast

## SIZE, POSITIONING, AND VARIATION

The AMA's corporate mark should be displayed at a size that is large enough to maintain the legibility of the organization's name. Along with size, positioning of the corporate mark should complement the design of the item upon which it is placed while making obvious AMA's affiliation with that item.

Because of size and positioning considerations, four variations of AMA's corporate mark have been designed to accommodate layout needs. When determining which variation of the mark to display, consider the following guidelines.

Never distort, angle, or otherwise alter the corporate mark, and never scale it below the indicated minimum size. Note minimum sizes presented for each variation are based upon print reproduction capabilities. Some reproduction processes (such as embroidery and screen printing) may require larger sizes. When in doubt, consult with the product manufacturer regarding size requirements.



### SINGLE LINE (Preferred)

The single-line corporate mark features the organization name on a single line beneath the wings and torch. This is the preferred method to display the corporate mark and is the foundation of the AMA's visual brand.

The single-line variation should be used anytime it can be produced at or above the minimum size.



**MINIMUM SIZE**  
1.877 x 0.875"



### ICON (Special Use)

Because the organization name is omitted in the icon variation, special care must be exercised when considering its use to avoid potential confusion with other organizations with which we share our abbreviation.

This variation should *only* be used when the corporate mark must be displayed at a size smaller than the minimum size of the two-line stacked variation and no other alternative layout options exist.



**MINIMUM SIZE**  
0.15" x 0.3514"

# THE AMA COMMUNITY TAGLINE



## UNDERSTANDING THE AMA COMMUNITY TAGLINE

The AMA Community tagline logo is a representation of the AMA brand that embraces the expansion of our hobby over the past century. It tells the audience that regardless of what you fly, we are all unified as one community that is passionate about the hobby of aeromodeling. This logo is made up of 3 main parts that symbolize this message.

### 1 | THE CORPORATE MARK

Symbolize AMA's association with the community.

### 2 | THE TAGLINE

Indicates that together, we are one community.

### 3 | THE STARS

Eleven stars to represent the eleven AMA districts.

## SIZE, POSITIONING, AND VARIATION

Like the corporate mark, the tagline logo should be displayed at a size that is large enough to maintain the legibility of the organization's name. Along with size, positioning should complement the design of the item upon which it is placed while making obvious AMA's affiliation with that item. Because of size and positioning considerations, two variations of AMA's tagline logo have been designed to accommodate layout needs. When determining which variation of the mark to display, consider the following guidelines.

Never distort, angle, or otherwise alter the logo, and never scale it below the indicated minimum size. Note minimum sizes presented for each variation are based upon print reproduction capabilities. Some reproduction processes (such as embroidery and screen printing) may require larger sizes. When in doubt, consult with the product manufacturer regarding size requirements.



**COIN SINGLE LINE (Preferred)**

The single-line corporate mark features the organization name on a single line beneath the wings and torch. This is the preferred method to display the corporate mark and is the foundation of the AMA's visual brand.

The single-line variation should be used anytime it can be produced at or above the minimum size.



**MINIMUM SIZE**  
1.877 x 1.877"



**COIN NO LINE (Special Use Icon)**

Because the organization name is omitted in the icon variation, special care must be exercised when considering its use to avoid potential confusion with other organizations with which we share our abbreviation.

This variation should *only* be used when the corporate mark must be displayed at a size smaller than the minimum size of the single line variation and no other alternative layout options exist.



**MINIMUM SIZE**  
0.515" x 0.515"





**COIN SINGLE LINE DISTRESSED**

The distressed variation of the tagline coin can be used when more personality and creativity is desired.



**MINIMUM SIZE**  
1.877 x 1.877"



**LANDSCAPE TAGLINE**

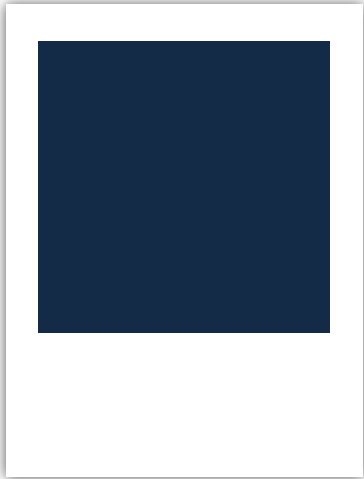
When layouts don't allow for a round graphic, the landscape variation of the tagline is available for use.



**MINIMUM SIZE**  
0.55 x 1.415"

COLOR

The tagline logo utilizes a different color palette from the corporate logo. Sufficient contrast should always exist between the tagline logo and any existing background colors. The AMA tagline core color is shown below in each of the three color compositions which may be used to reproduce it.



For color digital printing or process-color presswork. C: 92% M:76% Y:38% K:50%

For spot-color presswork. PANTONE 2767 C

For digital reproduction (Web, PowerPoint presentations, etc.). R: 23 G: 44 B: 72

Whenever possible, the tagline logo should appear in the core color. The next preferable method of display is “reversed” out of (displayed in white against) the core color. Finally, if the background color that will be used does not provide sufficient contrast for use with, or otherwise “clashes” with, the core color, the tagline logo may be represented in white depending on which variation provides greatest contrast.



Displayed in core color



Reversed from core color

CHOOSING A TYPEFACE

The AMA corporate mark utilizes the Swiss 721 typeface family by Linotype. Specifically, the organization name is represented in Swiss 721 BT Heavy. The organization’s abbreviation also utilizes this typeface, but is distorted to 75% of its original height.

To maintain a consistent and professional appearance across all AMA items, the typefaces below have been accepted for use. These typefaces were determined by evaluating design and layout needs with consideration for simplifying the layout process. Because of licensing costs, the availability of specially licensed fonts was also considered. It is understood that additional typefaces may be required for special projects, however, deviation from these typeface standards should be the exception, not the rule, and should be supported with good judgement and sound reasoning.

The choice of serif or sans serif typefaces rests with the designer, and they may be used in combination, however, guidelines have been included below to aid in determining which to use. Note that the typefaces used in the corporate mark may not be changed at any time.

SANS SERIF

A sans serif typeface might be used in documents to represent titles, headlines, subheads, and other directives, or when a clean, sleek, or modern look is desired.

Swiss 721 Family	abcdefghijklmnopqrstuvwxyz 0123456789
Trenda Family	abcdefghijklmnopqrstuvwxyz 0123456789
Arial Family	abcdefghijklmnopqrstuvwxyz 0123456789

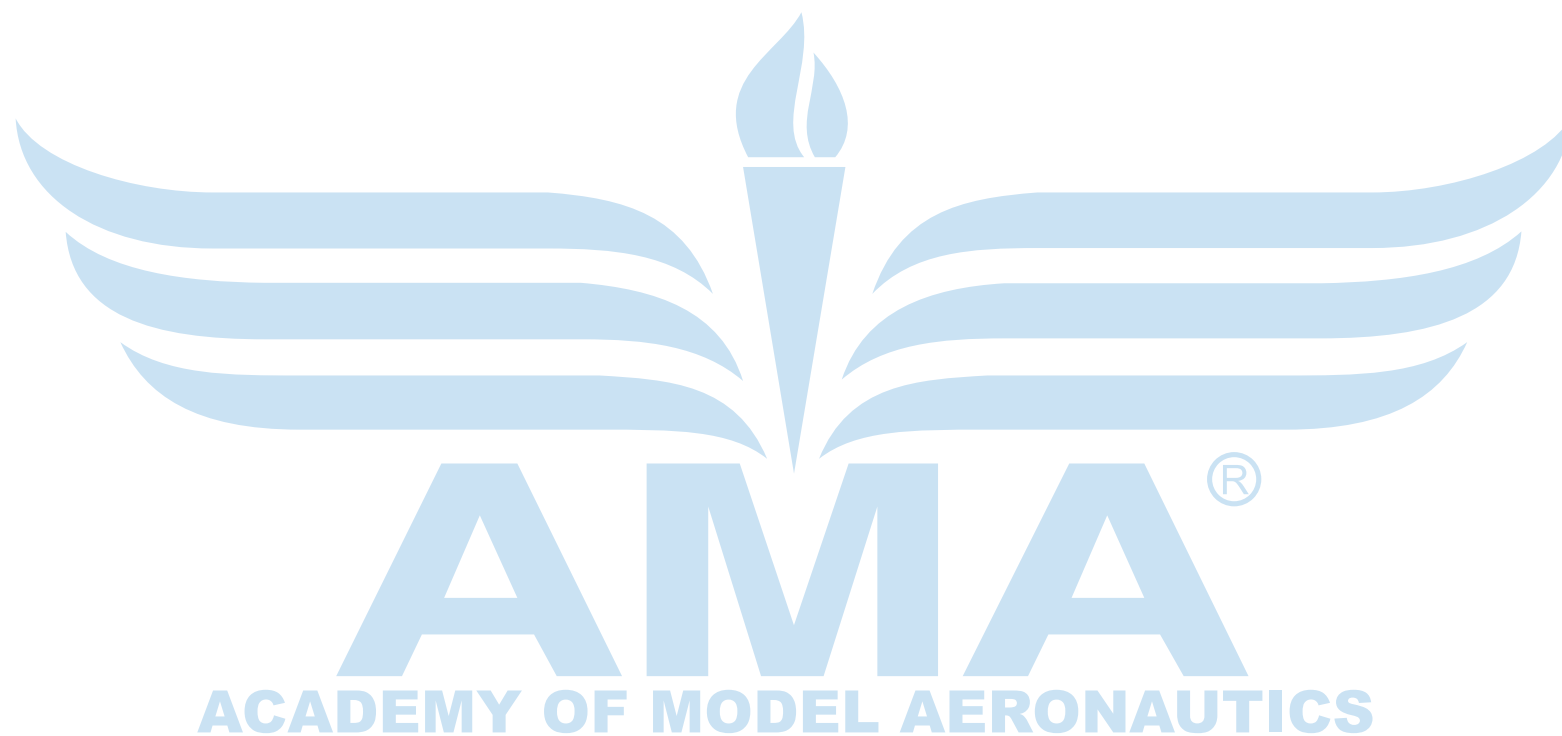
SERIF

A serif typeface might be used in a large body of text, in formal documents such as letters, contracts, and agreements, or when a distinguished, no-nonsense, or historical look is desired.

Times New Body Family	abcdefghijklmnopqrstuvwxyz 0123456789
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ADDITIONAL GUIDANCE

For more information about typefaces, including guidance in determining a typeface for your project, contact the AMA Marketing department.



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