



# Visual Identity Guidelines

# INTRODUCTION

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*“The Alberta Medical Association stands as an advocate for its physician members, providing leadership and support for their role in the provision of quality health care.”*

The Alberta Medical Association (AMA) has been the voice of the medical profession in Alberta for almost as long as Alberta has been a province.

From health reform and health issues, the association concerns itself with how Albertans receive care and with the physicians' work environment.

An important element in this advocacy is the association's image and visibility, including the logo. At its July 24–25, 2003 meeting, the Board of Directors endorsed a new logo around which the identity strategy is built.

The logo, the third in the association's 100-plus year history, is an obvious extension of the circle logo that has served the AMA for about two decades.

The AMA visual identity must be applied in a consistent and coherent manner in all communications and publicity. It influences the reputations of the association and the medical profession itself, and it also creates a feeling of unity among the AMA's numerous programs, services and initiatives.

I encourage all AMA staff to adhere to the guidelines in applying the graphic standards to logo elements, colors, typefaces and wordmarks.

This also applies to the AMA's vision, Patients First<sup>®</sup>, which is an expression of all things the association does.

And, as always, please contact Public Affairs if you have any questions or concerns about communicating the AMA's visual identity or, specifically, the logo or vision in its many applications.

I would like to thank members of the working groups who developed the new logo and visual identity, PowerPoint templates and who prepared us for the launch January 1, 2004. And thanks to the chair of the working groups and the designer for providing the means by which staff may also apply the vision in AMA communications.

Michael A. Gormley  
Executive Director

# WORKING GROUPS

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## **Alberta Medical Association Visual Identity**

### > **Working Group**

Developed the new logo and visual identity

Candy L. Holland, Public Affairs, Chair  
Charlene G. Daniel, Executive Office  
Brenda L. Gilboe, Professional Affairs  
Ronald A. Kustra, Public Affairs  
J. Glenn McAthey, Corporate Affairs  
A. May Sutherland, Health Policy and Economics  
James Shrimpton, Principal, Helix Design Communications

## **Alberta Medical Association Visual Identity**

### > **PowerPoint Working Group**

Developed AMA PowerPoint templates

Candy L. Holland, Public Affairs, Chair  
Joanne J. Askewe, Professional Affairs  
Nancy B. Brenneman, Public Affairs  
Cris A. Fleck, Executive Office  
Kathy M. Greenham, Health Policy and Economics  
Ronald A. Kustra, Public Affairs  
James Shrimpton, Principal, Helix Design Communications

## **Alberta Medical Association Visual Identity**

### > **Rollout Working Group**

Prepared the AMA for the January 1, 2004 launch

Candy L. Holland, Public Affairs, Chair  
Charlene G. Daniel, Executive Office  
Kathy M. Greenham and A. May Sutherland, Health Policy and Economics  
J. Glenn McAthey, Corporate Affairs  
Linda M. Scott, Corporate Affairs  
Pat Shinkewski, Public Affairs  
Teresa Simpatico, Professional Affairs  
James Shrimpton, Principal, Helix Design Communications



There are two basic logo designs – primary and secondary. In the primary version the snake, staff and province symbol always appear with the wordmark “Alberta Medical Association.” Together the symbol and wordmark make up the corporate signature or logo.

The secondary design contains only the acronym “AMA” and is to be used only if limited space prevents the use of the primary logo.

The wordmark “Alberta Medical Association” and the acronym “AMA” are always set in Syntax Bold.

A minimum amount of clear space must surround the logo, separating it from headlines, text, other imagery or the outside edge of the item on which it appears. The protected area X is equal to the cap height of the letter “E” in MEDICAL. To determine the protected area, apply X in all directions leading away from the outermost points of the logo as shown.

**Minimum size for the Primary Logo is 25mm (1 inch) in width.**

Primary Logo / Corporate Signature (AMA\_TXT\_C.eps)



Secondary Logo / Corporate Signature (AMA\_secondary\_C.eps)



## Do not

1. Isolate the symbol



2. Distort logo



3. Substitute fonts



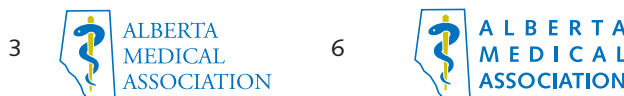
4. Use unauthorized colors



5. Box logo



6. Alter letter spacing



7. Change element positioning



8. Resize elements



9. Use within a sentence



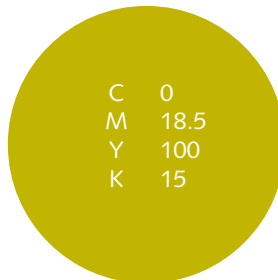
# Logo Samples

# Primary signature

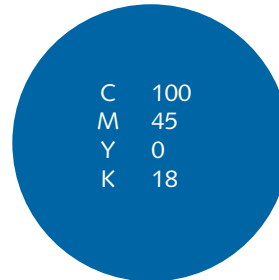
Color is a powerful means of visual recognition. Our signature (symbol and wordmark combined) colors are AMA gold and AMA blue.

When using the AMA signature on various colored backgrounds, refer to the chart below for which version to use.

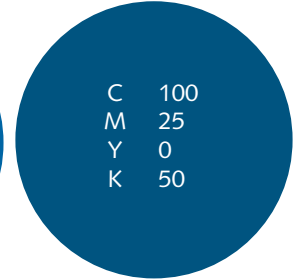
AMA GOLD  
(coated & uncoated paper)  
PMS 110



AMA BLUE  
(uncoated paper)  
PMS 301



AMA BLUE  
(coated paper)  
PMS 302



### Full-color signature

File name: AMA\_TXT\_C.eps  
Use this logo on white or light-colored backgrounds.



### Grey or black signature

File names – Grey: AMA\_TXT\_k.eps  
Solid black: AMA\_TXT\_kk.eps  
Use these logos on white or light-colored backgrounds.



### Drop-out signature

File names – Full-color: AMA\_TXT\_C.eps  
Solid white: AMA\_TXT\_W.eps  
On black or dark-colored backgrounds, use these logos.



These are examples of drop-out signatures on AMA blue.



### Drop-out or surprint

When printing a solid dark or light color onto a white background, drop out the province as shown to the left. If printing on a light-colored background, surprint using the outline version.



### Full-color signature

File name: AMA\_secondary\_C.eps  
Use this logo on white or light-colored backgrounds.



### Grey or black signature

File names – Grey: AMA\_secondary\_k.eps  
Solid black: AMA\_secondary\_kk.eps  
Use these logos on white or light-colored backgrounds.



### Drop-out signature

File names – Full color: AMA\_secondary\_C.eps  
Solid white: AMA\_secondary\_W.eps  
On black or dark-colored backgrounds, use these logos.



These are examples of drop-out signatures on AMA blue.



### Drop-out or surprint

When printing a solid dark or light color onto a white background, drop out the province as shown to the left. If printing on a light-colored background, surprint using the outline version.

Typography plays a crucial role in creating a distinctive and recognizable visual identity. For use on Alberta Medical Association materials, Palatino (Book Antiqua), a serif typeface, has been chosen for its legibility in lengthy texts. Sans serif fonts Helvetica (Arial) and Syntax (used for the AMA wordmark) have been selected to complement the Palatino (Book Antiqua) family. All are highly legible and clean type families, readily available in both PC and Mac formats, and have a wide range of type weights that will provide a rich typographic palette. Used consistently, these typefaces will help to establish the visual identity of the Alberta Medical Association.

Palatino (Book Antiqua)  
Regular face 18 pt.

Used for subunit names and as a complementary serif typeface for text.

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
\$1234567890 fi /fl — &!()-:;,.

Palatino (Book Antiqua)  
Bold face 18 pt.

Used for publication headings and subheadings.

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**\$1234567890 fi /fl — &!()-:;,.**

Helvetica (Arial)  
Regular face 18 pt.

Recommended as a complementary sans serif typeface for publication captions and text.

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
\$1234567890 fi /fl — &!()-:;,.

Helvetica (Arial)  
Bold face 18 pt.

Used for publication headings and subheadings.

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**\$1234567890 fi /fl — &!()-:;,.**

Syntax  
Regular face 18 pt.

Recommended as a complementary sans serif typeface for publication captions and text.

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
\$1234567890 fi /fl — &!()-:;,.

Syntax  
Bold face 18 pt.

Used for logo wordmark and acronym, publication headings and subheadings.

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**\$1234567890 fi /fl — &!()-:;,.**

# SUBUNITS

## Logo and wordmark positioning

### Subunit wordmarks

Specific subunits require their own wordmark in upper and lower case lettering as shown, using Palatino (Book Antiqua). All wordmarks are set solid, i.e., 15pt./15pt.

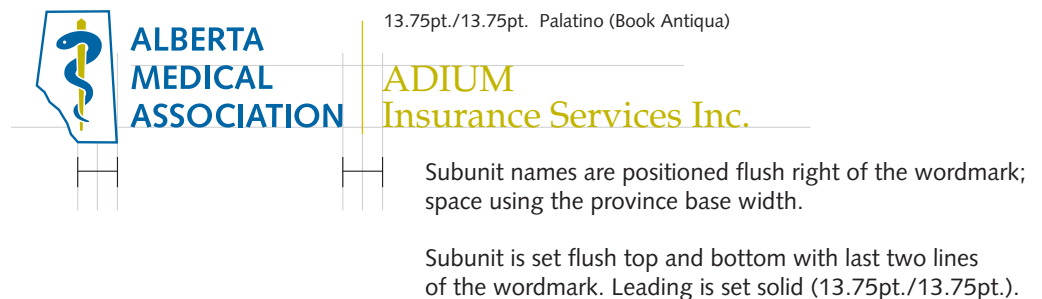
ADIUM  
Insurance Services Inc.

Section of General Practice

### AMA logo and wordmark positioning

The AMA is always the dominant component. The subunit wordmark may be paired beside the primary logo, placed one baseline width away as shown, or paired below the primary logo, positioned one cap height underneath.

For your convenience, combined AMA and subunit logos are available in tif and eps formats in G:/logos.





## AMA vision tagline

The AMA vision, *Patients First*<sup>®</sup>, is an expression of all things the association does.

# Patients First<sup>®</sup>

## Vision tagline with trademark

The AMA vision tagline is accompanied by the trademark statement. When space is tight, use the stacked version.

If the vision is used more than once in a document, the trademark statement need only accompany the first reference. Thereafter, just use the vision tagline.

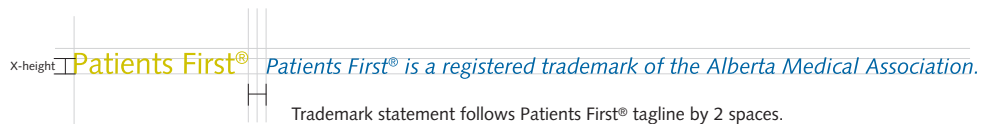
Go to the Patients First<sup>®</sup> folder in g:/logos to access the vision tagline and trademark statement, which is available in a variety of digital formats.

Horizontal sample

Patients First<sup>®</sup> *Patients First<sup>®</sup> is a registered trademark of the Alberta Medical Association.*

Stacked sample

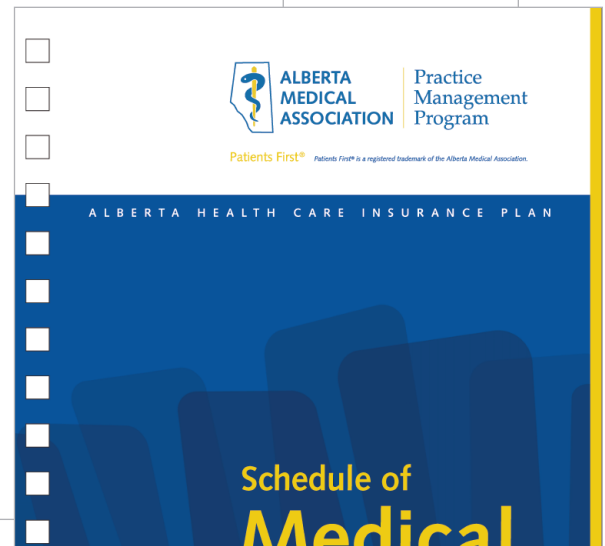
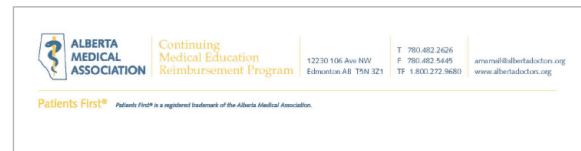
Patients First<sup>®</sup>  
*Patients First<sup>®</sup> is a registered trademark of the Alberta Medical Association.*




Trademark statement is sized using the x height of tagline type (i.e. the height of the lower case letters).

## Do not

- Substitute fonts
- Use unauthorized colors
- Box vision and/or trademark
- Alter spacing
- Change positioning
- Resize elements
- Use graphic within a sentence



.5"		<b>ALBERTA MEDICAL ASSOCIATION</b>	13.75pt./13.75pt. Palatino (Book Antiqua)	8pt./11.5pt. Syntax	T 780.482.2626 F 780.488.7558 TF 1.800.272.9680	insurance@albertadoctors.org amamail@albertadoctors.org www.albertadoctors.org	1"
.375"		<b>ADIUM Insurance Services Inc.</b>	12230 106 Ave NW Edmonton AB T5N 3Z1				1.25"

Subunit names are positioned flush right of the wordmark; space using the province base width.

Subunit is set flush top and bottom with last two lines of the wordmark. Leading is set solid (13.75pt./13.75pt.).

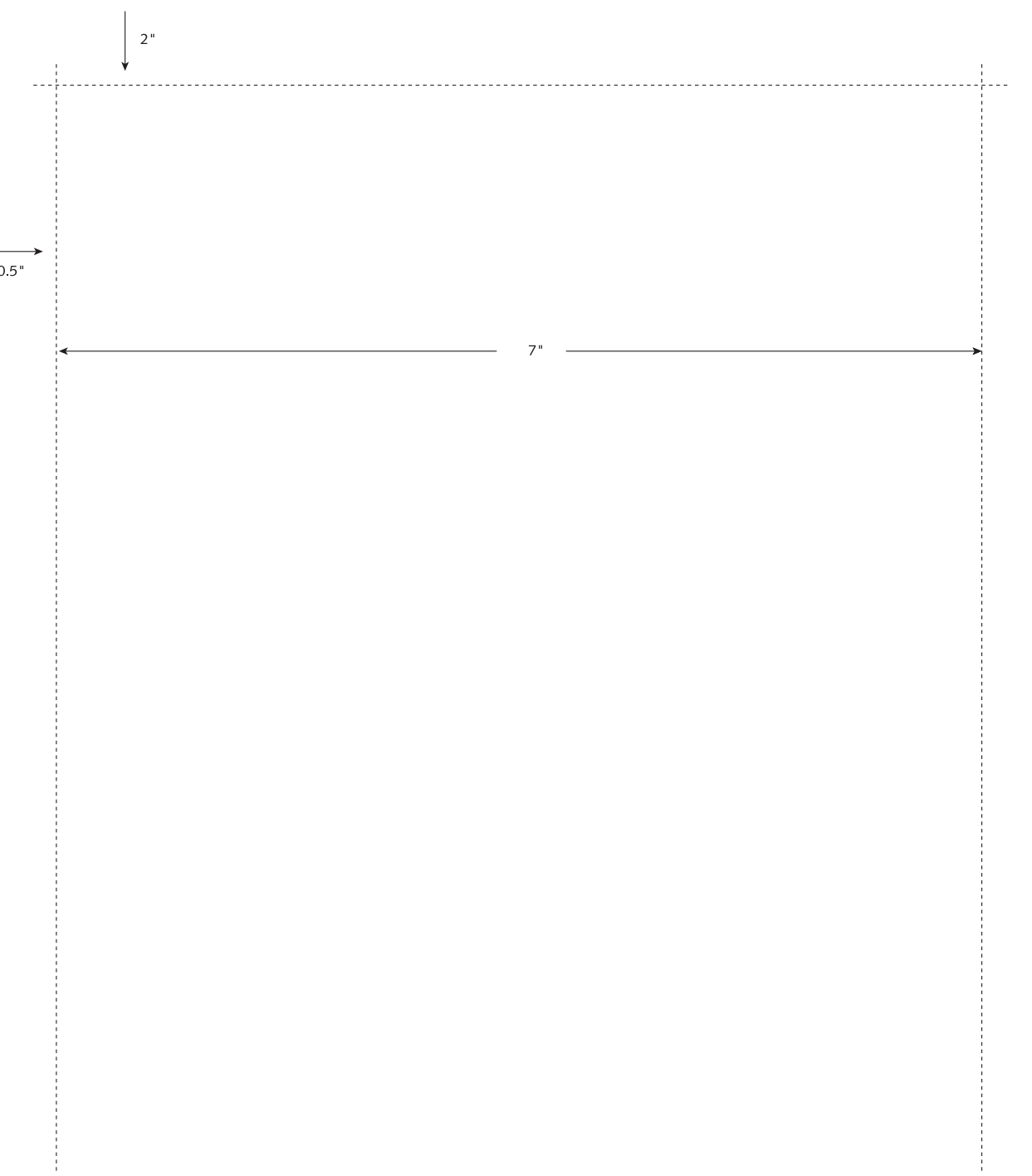



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**ALBERTA  
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**ADIUM**  
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0.3"

.375"