



## Graphic Standards Manual

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## Graphic Standards Manual

This document outlines the graphic standards approved by **AMMI Canada** for use in communication and promotional materials produced by external suppliers, such as graphic designers, web developers, printing houses, and colour photocopy providers.

The guidelines in this manual will help ensure consistency across all **AMMI Canada** communication products, while still providing flexible design options. We have included samples throughout the manual to clarify specific guidelines.

Please review all sections of this graphics standards manual to learn about the do's and don'ts when producing **AMMI Canada** communication, promotional, and web products.

If you require assistance, please contact by email at [communications@ammi.ca](mailto:communications@ammi.ca)

## AMMI Canada Logos

AMMI Canada Logo  
Colour

 PMS 268  PMS 118



AMMI Canada Logo  
Black & White



AMMI Canada Logo  
Reversed to White



AMMI Canada Logo  
Reversed to White with PMS 118

 PMS 118

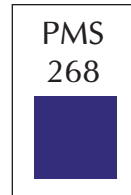


## Corporate Colours

### AMMI Canada Corporate Blue Colour

Pantone 268 is the official **AMMI Canada** corporate blue for all communication materials.

**PANTONE**



**CMYK**

Cyan 93%  
Magenta 90%  
Yellow 31%  
Black 30%

**RGB**

Red 51  
Green 51  
Blue 102

**WEB**

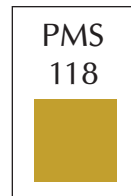
#333366



### AMMI Canada Gold Colour

Pantone 118 is the official **AMMI Canada** corporate gold for all communication materials.

**PANTONE**



**CMYK**

Cyan 21%  
Magenta 39%  
Yellow 100%  
Black 1%

**RGB**

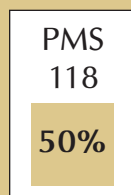
Red 204  
Green 153  
Blue 0

**WEB**

#CC9900

### Complementary AMMI Canada Colour

This complimentary colour can be used as a background colour and never be used for displaying text.



## Corporate Font

AMMI Canada communication materials use the Optima family for the corporate name and tagline. We recommend using Optima Bold for the association name “**Association of Medical Microbiology and Infectious Disease Canada**”, Optima regular for the tagline “Preventing and Treating Infectious Diseases”.

The Truefonts are available to external printing or promotional suppliers upon request.

Optima Regular 10pt

Optima Regular 12pt

Optima Regular 14pt

Optima Regular 18pt

Optima Regular 20pt

Optima Regular 24pt

Optima Bold 10pt

Optima Bold 12pt

Optima Bold 14pt

Optima Bold 18pt

Optima Bold 20pt

Optima Bold 24pt

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Note: For web paragraph <p> text, please use the font Verdana.

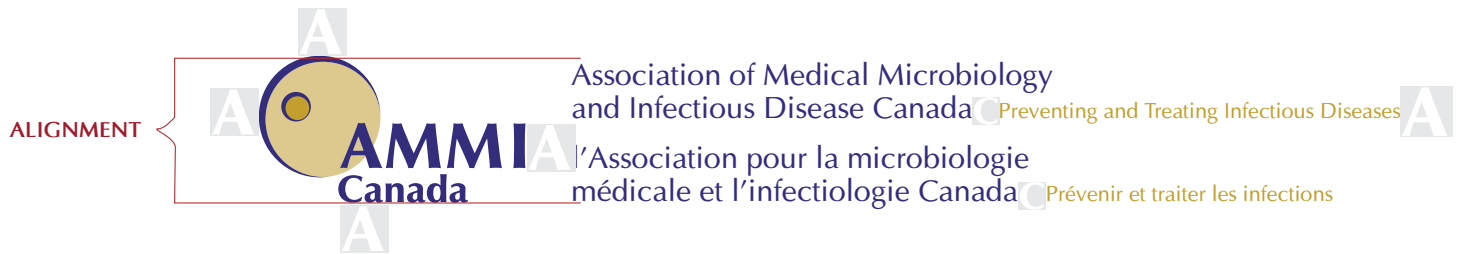
# Clearance Indicators

## Minimum Space Clearance Indicators



Use the height squared of the letters A and C of the logo as a basic guide for the minimum space clearance allowed

The samples below uses **AMMI Canada** Long Signatures to display the minimum space allowed. These clearance indicators apply to all logos.



## English Horizontal AMMI Canada Signatures

### AMMI Canada Logo with Association Name - English



### AMMI Canada Logo with Association Name and Tagline - English



### AMMI Canada Logo with Association Name - Short Bilingual English First



### AMMI Canada Logo with Association Name and Tagline - Long Bilingual English First



## English Vertical AMMI Canada Signatures

**AMMI Canada Logo  
with Association Name  
English**



Association of Medical Microbiology  
and Infectious Disease Canada

**AMMI Canada Logo  
with Association Name and Tagline  
English**



Association of Medical Microbiology  
and Infectious Disease Canada  
*Preventing and Treating Infectious Diseases*

**AMMI Canada Logo  
with Association Name  
Bilingual English First**



Association of Medical Microbiology  
and Infectious Disease Canada

l'Association pour la microbiologie  
médicale et l'infectiologie Canada

**AMMI Canada Logo  
with Association Name and Tagline  
Bilingual English First**



Association of Medical Microbiology  
and Infectious Disease Canada  
*Preventing and Treating Infectious Diseases*

l'Association pour la microbiologie  
médicale et l'infectiologie Canada  
*Prévenir et traiter les infections*

## French Horizontal AMMI Canada Signatures

### AMMI Canada Logo with Association Name - French



### AMMI Canada Logo with Association Name and Tagline - French



### AMMI Canada Logo with Association Name - Short Bilingual French First



### AMMI Canada Logo with Association Name and Tagline - Long Bilingual French First



## French Vertical AMMI Canada Signatures

### Minimum Space Clearance Indicators

**A** **C** Use the height squared of the letters A and C of the logo as a basic guide for the minimum space clearance allowed

**AMMI Canada Logo  
with Association Name  
French**



l'Association pour la microbiologie  
médicale et l'infectiologie Canada

**AMMI Canada Logo  
with Association Name and Tagline  
French**



l'Association pour la microbiologie  
médicale et l'infectiologie Canada  
*Prévenir et traiter les infections*

**AMMI Canada Logo  
with Association Name  
Bilingual French First**



l'Association pour la microbiologie  
médicale et l'infectiologie Canada  
Association of Medical Microbiology  
and Infectious Disease Canada

**AMMI Canada Logo  
with Association Name and Tagline  
Bilingual French First**



l'Association pour la microbiologie  
médicale et l'infectiologie Canada  
*Prévenir et traiter les infections*  
Association of Medical Microbiology  
and Infectious Disease Canada  
*Preventing and Treating Infectious Diseases*

## Do's and Don'ts

### DO NOT separate the company name on two lines

**Incorrect**

This document outlines the graphic standards approved by **AMMI Canada** for use in communication and promotional materials produced by external suppliers, such as graphic designers, web developers, printing houses, and colour photocopy providers.

**Correct**

This document outlines the graphic standards approved by **AMMI Canada** for use in communication and promotional materials produced by external suppliers, such as graphic designers, web developers, printing houses, and colour photocopy providers.

### Unacceptable Logo treatments or colour changes.





Association of Medical Microbiology  
and Infectious Disease Canada *Preventing and Treating Infectious Diseases*

l'Association pour la microbiologie  
médicale et l'infectiologie Canada *Prévenir et traiter les infections*

If you require assistance, please contact by email at [communications@ammi.ca](mailto:communications@ammi.ca)

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