



ASSOCIATION OF MANITOBA MUNICIPALITIES

LOGO STANDARDS MANUAL

ABOUT THE AMM LOGO

The AMM logo depicts the diversity of the Manitoba municipalities, with the majestic spruce tree representing the rural landscape, the body of water which represents the many lakes and rivers that cover the Manitoba landscape and the building landscape representing Manitoba's ever-changing urban centres. To ensure consistency in promoting the image of the Association of Manitoba Municipalities, please follow the guidelines outlined in this Logo Standards Manual, which explains how to properly use the AMM logo. Through the consistent use of this brand identity, AMM will continue to market a strong, recognizable service for its members.

COLOUR REPRODUCTION

FULL COLOUR POSITIVE



Pantone Colours:
Dark Blue - DS 202-1 U
Light Blue - 2935 PC
Olive Green - DS 297-2 U

SINGLE COLOUR FILL ON LIGHT BACKGROUND



Colours:
Black (only) or
Dark Blue - DS 202-1 U (only)

SINGLE COLOUR FILL ON DARK BACKGROUND



Colours:
White (only)

Please Don't

Adherence to these guidelines will ensure that the AMM logo mark will be used consistently and legibly across a wide variety of communications in all types of media. Do not alter the colour, proportions or alignment of any of the elements.

DO NOT ROTATE THE LOGO:



DO NOT USE OTHER COLOURS ON THE LOGO:



DO NOT ALTER THE ORDER OF THE COLOUR ARRANGEMENT:



DO NOT STRETCH OR SKEW THE LOGO:



DO NOT USE A DROP SHADOW, SHADING OR OUTLINE ON THE LOGO:



DO NOT ADD OTHER GRAPHICS:



DO NOT USE ANY PART OF THE LOGO ON ITS OWN:



DO NOT CHANGE THE APPROVED SIZE RELATIONSHIPS:



DO NOT USE THE LOGO ON A BACKGROUND PATTERN THAT OBSCURES VISIBILITY AND LEGIBILITY:



Typography

The official typeface used in the AMM logo is a customized font. Supporting text documents will use Lucida Sans bold for headings, and Lucida Sans Regular for body text.

Lucida Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(~!@#\$%^&*)

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(~!@#\$%^&*)

1910 Saskatchewan Avenue W. ,Portage la Prairie, Manitoba R1N 0P1
Ph: 204-856-2366 Fax: 204-856-2370
Web: www.amm.mb.ca