

Association of Massage Therapists (AMT)  
Visual Identity Guidelines 2016

AMT logo

The AMT logo may be used by current financial practitioner members of the Association with prior approval from AMT. A draft copy of all printed matter containing the logo must be submitted to Head Office for approval.

The AMT Logo is available from Head Office in various electronic file formats.



The AMT Logo can only be printed in:

- ❶ 100% black
- ❷ PMS 320
- ❸ Cyan 100%; Magenta 11%; Yellow 38% and Black 0%



## Minimum reduction size

The minimum reduction size for the AMT logo is 15mm in height.



## Exclusion zone

The exclusion zone is the area around the AMT logo that should not be encroached upon. The exclusion zone must be equal to the height of the 'amt' acronym.



**E - Exclusion zone is the height of the 'amt' acronym**



## Incorrect usage of the AMT Logo

These examples are unacceptable usages of the AMT Logo.

Do not **stretch** the logo



Do not **apply any effects** to the logo



Do not **change** the logo's orientation



Do not **distort** the logo



Please contact AMT Head Office via email  
to request files for the logo artwork in colour and mono.

[info@amt.org.au](mailto:info@amt.org.au)