

Association of Massage Therapists (AMT)
Visual Identity Guidelines 2023

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.

[Contact AMT Head Office](#)



The AMT Logo can only be printed or digitally shown as:

- ❶ 100% black
- ❷ PMS 320
- ❸ Cyan 100%; Magenta 11%; Yellow 38% and Black 0%
- ❹ Reversed out of 100% black
- ❺ Reversed out of 100% PMS 320 or reversed out 100% CMYK (colour breakdown ❸)



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

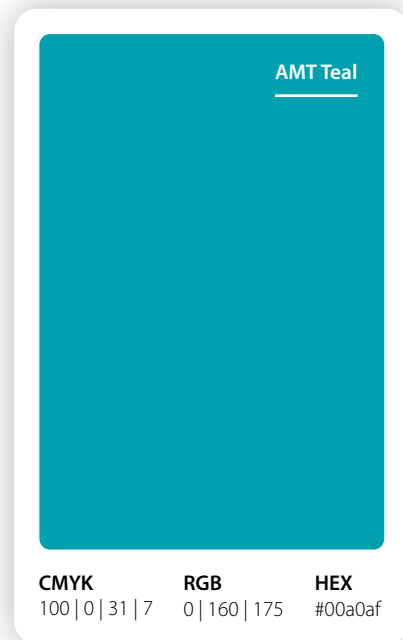


Do not **distort** the logo



AMT brand colours

AMT primary colour

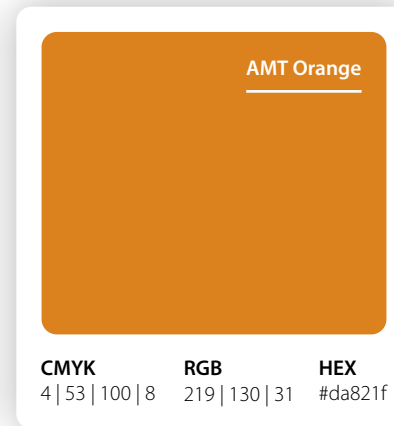
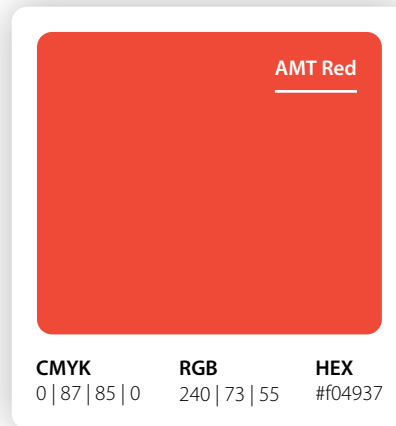
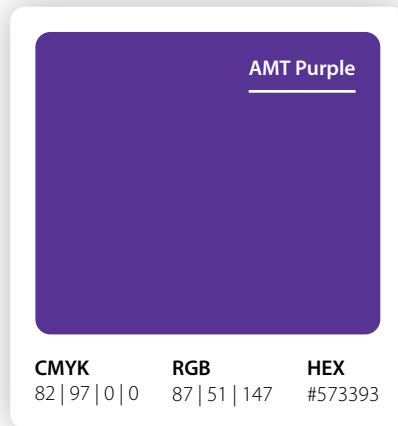


AMT's primary colour is teal.

Teal should be used with the specific CMYK, RGB and HEX breakdowns shown.

Teal is used to identify the AMT brand.

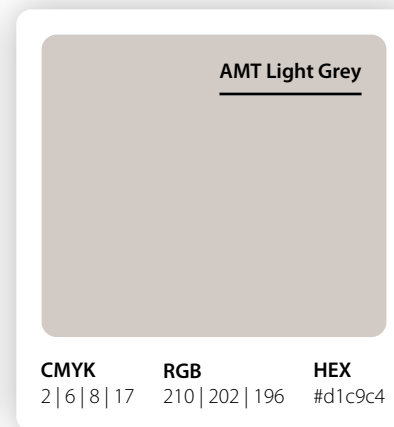
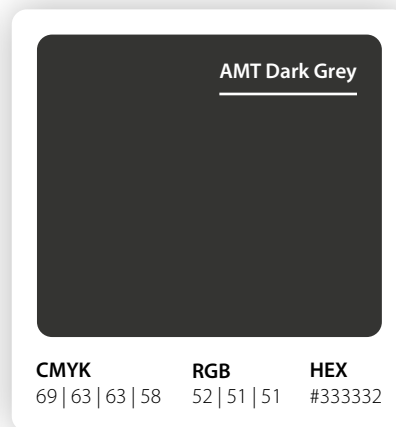
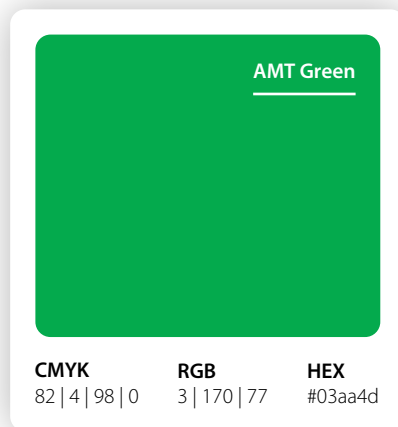
AMT secondary colours



AMT's secondary colours are purple, red, orange, green, dark grey and light grey.

These colours can only be used as highlights in infographics, or when a variety of colours are required to achieve hierarchy.

They should be used with the specific CMYK, RGB and HEX breakdowns shown.



AMT fonts

AMT fonts

AMT's primary font is Myriad Pro.

The Myriad Pro font family is available in 16 weights and two styles (roman and italic). Use italics sparingly to make sure is accessible.

Condensed

Condensed Italic

Bold Condensed

Bold Condensed Italic

Black Condensed

Black Condensed Italic

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Black

Black Italic

Alternate font

AMT's alternate font is Arial, and should be used if Myriad Pro is not available on the computer system.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic



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Established 1966