BRAND IDENTITY GUIDE

MAY 2024

AMTA
Alberta Motor Transport Association
The Voice. The Standard. The Resource.

BRAND STANDARDS

INTRODUCTION

The AMTA brand aesthetic celebrates the collaborative aspects of the AMTA. It is infused with the characteristics of cooperation and engagement, allowing the organization to rally in the name of excellence.

For any questions regarding the application of the brand, please contact:

AMTA MARKETING & COMMUNICATIONS
marcom@amta.ca

#1 285005 Wrangler Way
Rocky View, Alberta T1X 0K3

CORPORATE LOGO

WORDMARK

The AMTA wordmark is a simple and articulate representation of the organization. The geometric and single stroke letterforms are meant to represent roadways, while the simplified A's symbolize movement and growth, and the full-colour variant shows momentum and change.

The wordmark may be used on its own when the full name of the organization is shown elsewhere on the materials.

The full-colour wordmark should be used on white backgrounds only. The single-colour and reverse variations are to be used in a way that ensures ample contrast between the wordmark and the background.

In the event that materials must be printed in black and white, the black wordmark should be used. The AMTA wordmark should never be rendered in greyscale.

Full-colour wordmark

Reverse-colour wordmark

Single-colour wordmark

Black wordmark

FULL-NAME SIGNATURE

The full-name signature should be used when the organization name needs to be present, including on identity collateral and websites.

The full-colour signature should only be used on white backgrounds.

The single-colour and reverse variations should be used in a way that ensures ample contrast between the signature and the background.

In the event that materials must be printed in black and white, the black signature should be used. The AMTA full-name signature should never be rendered in greyscale.

Full-colour signature

Reverse-colour signature

Single-colour signature

Black signature

TAGLINE SIGNATURE

The tagline signature should appear in marketing materials where the organization name needs to be present. It is used as a way of punctuating brand messaging.

The full-colour signature should only be used on white backgrounds.

Full-colour tagline signature

Reverse-colour tagline signature

Single-colour tagline signature

Black tagline signature

MEMBERSHIP LOGOS

The AMTA Supplier, Carrier, and Associate Carrier membership logos may be used on websites, signage, vehicles, and other marketing materials only by current AMTA supplier and carrier members. Unauthorized use by non-members is strictly prohibited.

Full-colour Carrier Logo

Full-colour Supplier Logo

Full-colour Associate Carrier Logo

Single-colour Carrier Logo

Single-colour Supplier Logo

Single-colour Associate Carrier Logo

Reverse-colour Carrier Logo

Reverse-colour Supplier Logo

Reverse-colour Associate Carrier Logo

CLEAR SPACE AGREEMENT

Always maintain the minimum clear space around the AMTA logo. The minimum protective space is X, where X is equal to the height of the AMTA wordmark. This space is required around all sides of the logo – including background edges and trims.

MINIMUM SIZE

Minimum size refers to the smallest at which the logo may be reproduced to ensure its legibility.


COLOURS & PATTERN

COLOUR VALUES

AMTA is represented in two (2) principal colours and four (4) secondary colours. Each of the colours has a corresponding Pantone® value, a four-colour process (CMYK) breakdown, RGB values for digital reproduction and a Hex value specifically for online use. These colours are important to the brand identity system and must never be adjusted.

PANTONE® 172 C   C0 M84 Y91 K0   #ff4612

PANTONE® 446 C   C75 M57 Y61 K32   #3b4542
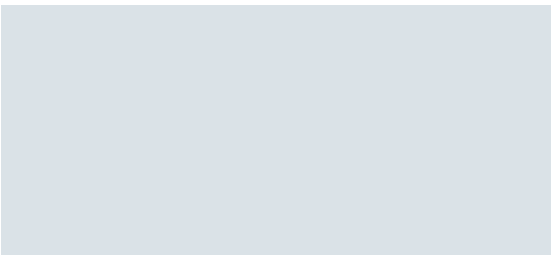
C4 M0 Y0 K10   #dae2e7

C0 M33 Y96 K10   #ffb423

C76 M12 Y27 K0   #12a8b8

C94 M73 Y50 K48   #113144

PATTERN

The AMTA pattern is a graphic element representative of momentum, cooperation and movement. It should be used on communication and branding materials when space permits.

The pattern can be used over solid colours and photography. Available in orange and white, the choice of pattern is up to the user's discretion, based on contrast and visibility. When using the pattern, it is important to maintain a margin (0.5x) equal to half the space between the arrow elements (x). When splitting colours or photos, the split must occur in the middle of the arrow elements (0.5x).

TYPOGRAPHY

TYPE USAGE

The following two (2) typefaces should be used for all AMTA print and web applications. The use of these typefaces will maintain a consistent and cohesive appearance on all materials.

Avenir Next LT Pro Demi should be used for all headlines and sub-headlines.

Georgia Pro should be used for all supporting copy. It is also the standard for web/online applications. Font variants include alternate weights and oblique.

HEADLINE   AVENIR NEXT LT PRO DEMI

ABCDEFGHIJKLMNOPQR
STUVEXYZ0123456789

Supporting Copy   Georgia Pro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LEGAL

This is a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws.

PLEASE DO NOT

Display these graphics in a way that implies a relationship, affiliation or endorsement by AMTA of your product, service or business without explicit permission from AMTA Marketing & Communications.

Use these graphics as part of your own product, business or service's name.

Alter these graphics in any way, or combine them with any other graphics, without written consent from AMTA.