

COLOR LOGO USE



AMTA Member 4C



AMTA Supporting Member 4C



AMTA Member Reverse 4C



AMTA Supporting Member Reverse 4C

- > Color designs on a **white** or **light background**
- > When printing a multi-color logo on **white** or **light t-shirts/banners**.

- > Color designs on a **dark background**
- > When printing a multi-color logo on **black** or **dark t-shirts/banners**.

Color Matching for Logo Elements

These colors are for printers to check the accuracy of their presses and not for branding purposes.

C: 100 M: 65 Y: 0 K: 30
Close equivalent PMS 2945

C: 0 M: 91 Y: 100 K: 23
Close equivalent PMS 1805

C: 0 M: 27 Y: 100 K: 34
Close equivalent PMS 111

C: 73 M: 0 Y: 26 K: 9
Close equivalent PMS 7472

BLACK & WHITE LOGO USE



AMTA Member BK



AMTA Supporting Member BK



AMTA Member Reverse BK



AMTA Supporting Member Reverse BK

- > Black & White designs on a **white** or **light background**
- > When printing a one-color logo on **white** or **light t-shirts/banners**.

- > Black & White designs on a **black** or **dark background**
- > When printing a one-color logo on **black** or **dark t-shirts/banners**.

USAGE GUIDELINES

- > **Do not alter the logo.** The AMTA logo, the words "American Massage Therapy Association" and acronym "AMTA" are all trademarked. Altering includes, but is not limited to, stretching, changing the color, using only parts of the design.
- > A "logo" includes the entirety of the image within a file AMTA provides – any words and images.
- > The AMTA logo can be used in full color, in black & white, or with the black replaced with reflex blue or PMS 288.
- > AMTA does not need to proof your final pieces as long as the logos are not being altered in any way.
- > You may use the logo in marketing materials and when describing your background.
- > You **may not use** the logo on materials that promote you as an instructor or to endorse, sponsor, or recommend an event, product, service, or action.

Where to use each file type

- > **JPG** has a solid background and can be used in documents or on websites.
- > **PNG** has a transparent background and can be used on websites.
- > **EPS** has a transparent background and is the best file type to share with designers. Many non-designers do not have the software required to view this file type. Refer to the JPG file of the same name to preview what the EPS logo will look like.

Which logo version do I use?

AMTA Member logo is for any member type. **AMTA Supporting Member logo** is for Supporting members only.