

Logo Guidelines for AMCP Diplomat Program Logo

Introduction

The Academy of Managed Care Pharmacy is a national professional organization for individual pharmacists, health care practitioners (non-pharmacist) and associates who practice in managed care settings or have an interest in managed care pharmacy. The Academy has more than 6,000 members providing comprehensive coverage to the more than 200 million Americans served by managed care.

The Diplomat Program Logo Guidelines were developed for AMCP Diplomats to ensure that materials used for and on behalf of the AMCP Diplomat program are presented in a manner that is clear, consistent and representative of the Academy and its mission and vision.

The AMCP mission and vision:

Vision Statement

AMCP's vision is managed care pharmacy improving health care for all.

Mission Statement

AMCP's mission is to empower its members to serve society by using sound medication management principles and strategies to improve health care for all.

Diplomat Program Logo

In 2009, AMCP launched a new logo (see above). As a part of AMCP, it is important that the Diplomat program and Diplomats have an identity but that the identity is consistent with AMCP. AMCP has designed custom logos for each of the AMCP Student Chapters and this new Diplomat Program logo is consistent with the chapter logos.

The AMCP Diplomat Program logo consists of 2 parts – the AMCP logo and the Diplomat block.

The Diplomat Program logo may be used on letters of introduction, project materials, event materials, posters, etc. There are specific requirements for its use that follow in this guide. The use of the AMCP Diplomat Program logo does not imply the document, program or activity is an AMCP supported or endorsed event. The AMCP Diplomat Program logo does not imply that the content is approved by AMCP.

Registered Trademarks

The AMCP logo is a registered trademark¹ of the Academy of Managed Care Pharmacy. The AMCP Diplomat Program logo has not been registered; however, it includes the AMCP logo which is registered. As a result, adherence to the guidelines for use must be followed.

General Graphics Style

AMCP Diplomat Program Logo Elements

The AMCP Diplomat Program logo consists of two elements – the AMCP logo and the Diplomat block. Both elements must be used together and may not be altered. When using the logo on materials, a clear space must be maintained all around the logo equivalent to 0.25 inches.

¹ A trademark is a name, logo or other distinctive mark used by an entity to identify itself. The purpose of the trade mark is to exclusively indicate source of origin. The symbol (™) can be used for any trademark but does not necessarily mean that it has been registered with the US Patent & Trademark Office (PTO). The (®) denoted that the trademark has been registered with the PTO. Use of trademarked material without the permission of the individual/organization holding the trademark can be associated with prosecution and/or fines.

AMCP Diplomat Program Logo Font

The font used in the AMCP Diplomat Program Logo is Myriad. Although use of this font on materials where the logo is used is not required for running text and display copy, it may provide consistency in style on official document. If you don't have access to the Myriad font – a sans serif font such as Garamond is comparable.

AMCP Diplomat Program Logo Colors

The AMCP Diplomat Program logo is comprised of two colors black and blue. The exact colors for printing are as follows:

	BLUE	BLACK
Pantone	301	100% Black
CMYK	100/ 45/5/15	0/ 0/0/100
RGB	0/82/147	0/0/0
HEX	005293	000000

The logo must be used as is and the colors cannot be modified. The logo can be used as a pure black and white by replacing the blue areas with black. (Color and b/w logos are available)

AMCP Diplomat Program Logo Sizing

Your logo is provided at 100%, but there may be times when you need it to fit on letterhead. To properly size the logo, double right click on the logo. You will get a box that is "picture format". This box includes a "size" tab. You adjust the size logo by changing the percent number in the box next to "height". You do not need to change the width percent. Note: The boxes labeled "lock aspect ratio" and "relative to original picture size" must be checked to ensure that the proper ratios are maintained when enlarging or shrinking the logo.

Logo and Graphic Elements

The AMCP Diplomat logo is provided for the Diplomat's use on materials associated with official activities as the Diplomat.

AMCP Diplomat Program Logo



Sample Logo

The logo consists of all elements presented to the left. No parts can be used without the others.

Improper Use of the Affiliate-Specific Logo

The AMCP Diplomat Program logo graphics may not be altered in any way including changes in color, removal of the AMCP logo or word "Diplomat," or placement of other graphic elements on top of or around the logo. (See illustrations below) The logo may be placed on top of an appropriate background as long as it does not detract from the logo or affect its quality or readability. Samples of improper use of the logo are provided as Appendix A.

Questions

Direct all questions about the AMCP Diplomat Program logos to AMCP's Sarah Vizcaino (svizcaino@amcp.org) or April Shaughnessy (ashaughnessy@amcp.org).

Appendix A - Examples of Improper Use of the AMCP Diplomat Program Logo

Change in Color



Distortion



Graphic Effects



Distracting Backgrounds

