

Alliance of Hazardous Materials Professionals™ *Logo Usage Guidelines*

Your Reference Guide to Using the AHMP Logo



Introducing the Alliance of Hazardous Materials Professionals™!

We are pleased to introduce to you to the Alliance of Hazardous Materials Professionals™ (AHMP), formerly the Academy of Certified Hazardous Materials Managers. To reflect our growing global reach and our expanding career development benefits that are available to everyone in our industry, we have changed our name to welcome all professionals in the environmental, health, safety and security (EHS&S) industry to the organization.

Founded in 1986 as an educational organization for certified hazardous materials managers, the organization has grown significantly beyond its traditional focus to address the educational, professional development and career-networking needs of EHS&S professionals, with expertise in the hazardous materials arena, in the past half-decade.

To learn more about AHMP and how membership in this organization can enhance your professionalism and career, go to www.ahmpnet.org.



Using the AHMP Logo

By using the Alliance of Hazardous Materials Professionals (AHMP) logo you will be exhibiting to your coworkers, your industry peers and the general public that you are a member of the leading membership organization for EHS&S professionals and dedicated to the safe and proper management of hazardous materials.

To help you use the logo properly and according to proper standards, we have created these AHMP Logo Usage Guidelines that will guide you through the requirements that enable us to maintain consistent and correct use of the trademark.

After each use of the approved AHMP™ logo—whether in text, signage, marketing materials, Web sites or other locations—the current registration symbol must be used.

That symbol is ™, which stands for “Trademark”. This symbol appears throughout these Logo Usage Guidelines in superscript with each presentation of the logo to show you the proper use of the symbol with the AHMP logo.



Configuration

The Building Blocks

Basic Configuration

There is one approved layout configuration of the logo that incorporates the acronym (AHMP) of the organization name. Consistent use of this logo will protect the brand's visual integrity and build recognition among individuals in the EHS&S industry; in federal, state, regional and local government, and in the general public. (Variations in sizes and color schemes are highlighted later in these Guidelines.)

The Logo: This configuration has the symbol element and the logotype on four lines—the acronym, the complete organization name and the tagline—to form the signature or logo.



Special Circumstances

For special circumstances (e.g., for embroidering on a polo shirt or for printing on a t-shirt) the tagline can be deleted from the Basic Configuration. This exception will ensure that each element of the AHMP logo is clear and legible and within size specifications.

Size

One Size Does Not Fit All

Logo Size

The approved logo configuration is specially adapted for use in various size ranges to ensure optimum clarity and legibility.

Note: You must use logo artwork only within its designated size range. (Restrictions on logo color by size range are specified in the "Colors" section.)

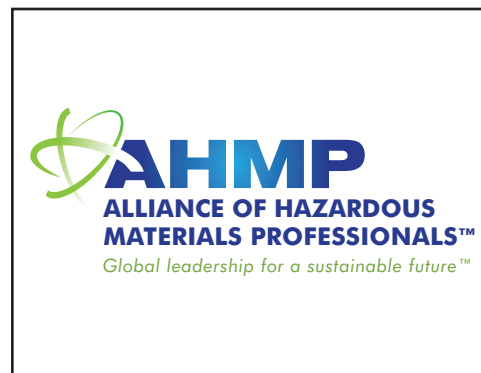
The size of the logo is measured vertically from the uppermost top of the green symbol located at the left-side of the logo to the base of the tagline.

The approved logo should never be smaller than 0.50". In most cases, the logo should not exceed the maximum size of 7" in height and 10" in width (in other words, it should fit horizontally on a standard sheet of paper).

Special Circumstances

For special circumstances (e.g., for a banner, a billboard or placement on the side of a building or a conference room wall) the logo can exceed the maximum size limitation. However, it must retain clarity and legibility to ensure an accurate and consistent representation of the logo.

For additional information and guidance on sizing the logo for your project, please contact the Alliance of Hazardous Materials Professionals at (800) 437-0137 or info@ahmpnet.org.



standard letter sized paper

Space

You Need a Little Space!

Clear Space

Clear space ensures that the logo is properly staged and has enough “breathing room” among the elements on a page. Do not allow the edge of the page or any competing visual element or shape to exist within this clear space.

For the approved version of the AHMP logo, clear space is measured in terms of X, which is defined as the height of the letter “A” in the “AHMP” acronym logotype. (See example below.)

For all sizes of the approved AHMP logo, 1.5 times X is the minimum clear space requirement on each side of the logo.



Color

YOU DON'T ALWAYS HAVE TO BE BLUE & GREEN

Color Logos

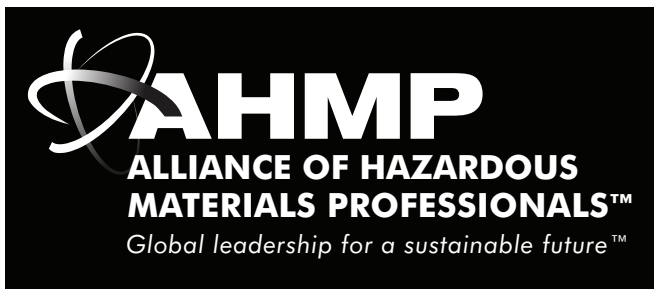
The primary expression of the AHMP logo is three color, using Pantone blue PMS 298, Pantone green PMS 7490 and Pantone purple PMS 2747. Blue and purple are used for the organization name and acronym and green is used for the symbol and tagline elements. The two-color logo is preferred because it distinguishes AHMP from other organizations in the EHS&S industry.

A one-color AHMP logo must never appear in any colors other than the Pantone Purple PMS 2747 used in the three-color logo as well as black, white or silver.

All black—when a clashing color is being used in close proximity or when no color is being used in the design.

All white—when the background is dark, black or any solid color background.

All silver—when a formal occasion calls for added elegance. As when using any metallic ink, consult with your printer to ensure that the paper and printing process will yield the high-quality results you desire.



Background

DON'T FADE INTO THE BACKGROUND

Solid Color Backgrounds

On a solid color background, the AHMP logo should reverse out (all white) from the background. It is less desirable to apply the logo on lighter shades (or tints). However, if no other choice is workable, use a positive logo for tints from 0 percent to 50 percent and a reverse logo for tints from more than 50 percent to 100 percent.

These examples are applicable to all solid color backgrounds.



50% – 100% tinted background color



25% – 50% tinted background color

Unacceptable

HOW NOT TO USE THE AHMP LOGO

Unacceptable Usage

When incorporating any logo into a layout, it is imperative to keep the consistency and accuracy of the brand intact; the AHMP logo is no different. The logo is meant to help portray the organization accurately and properly. It must be used exactly as provided and not altered in anyway.

The following section is just a glimpse at a few of the examples of unacceptable uses for the AHMP logo.

DO NOT

**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

use the logotype by itself

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

substitute any other
typeface for the logotype

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

alter the proportions
of any logo element

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

rotate any element of the logo

 **AHMP**
**THE ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™ MEETING**
Global leadership for a sustainable future™

insert text in the logo




use the symbol by itself

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS**
Global leadership for a sustainable future

delete the trademark symbol

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

alter the height-width proportions

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

enclose the logo
in another shape

Global leadership for a sustainable future
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS**
AHMP 

flip the symbol

 **AHMP**
Global leadership for a sustainable future™

delete any portion of the symbol
(See special circumstances on page 4)

 **AHMP**
**ALLIANCE OF HAZARDOUS
MATERIALS PROFESSIONALS™**
Global leadership for a sustainable future™

switch the colors of
the two-color logo

Unacceptable

HOW NOT TO USE THE AHMP LOGO

DO NOT



substitute another color for any element of a logo



make a pattern of the logo



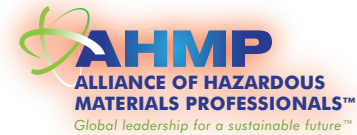
use the logo on a distracting background



use a drop shadow on the logo



allow any graphic element to touch the logo



add a glow effect



alter the symbol by filling it in solid



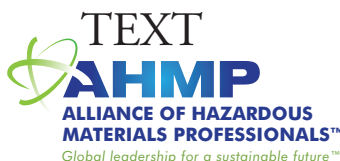
use the logo outside its acceptable range size



allow any graphic to enter the logo's clear space



place the logo closer than the clear space distance to the edge of a page or screen



allow text to encroach on the logo's clear space



in a place without enough contrast to showcase the logo properly

Unacceptable

HOW NOT TO USE THE AHMP LOGO

DO NOT



place the logo on a “busy” section of a photograph, with elements that could detract from the logo



use any logo other than white on a solid color background

DO



look for a flat, even-toned area of a photo to place the logo



make sure that “interest elements” of the photo do not encroach on the logo’s clear space



ensure that there is excellent contrast between the logo and any photo background, using the appropriate (positive or reverse) logo



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