

# AMS 103rd Annual Meeting - Logo Usage Guide

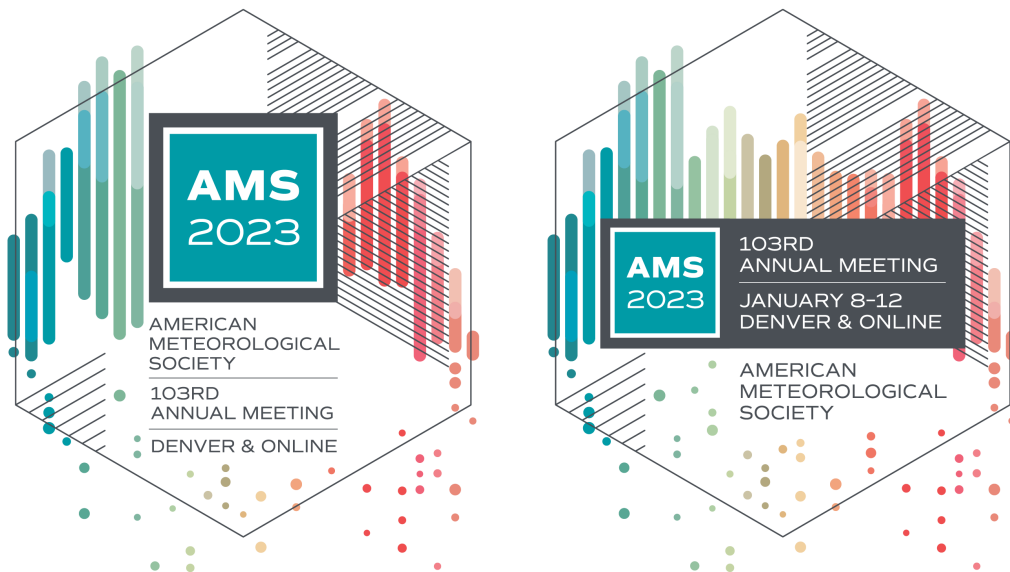
## Usage

The following basic examples show some of the best practices when using the AMS Annual logo. Please do not alter or distort the logo in any way, and work carefully to maintain clarity and legibility of the logo for any of your uses.

Below you will find variations of the logo, with and without full Meeting dates. For general announcements and advertising your programs, please include the dates when using the logo. The logo without dates can be used when spreading word about a specific event that does not span the full Meeting.

**Do** use the logo in its entirety without distortion or adornment:

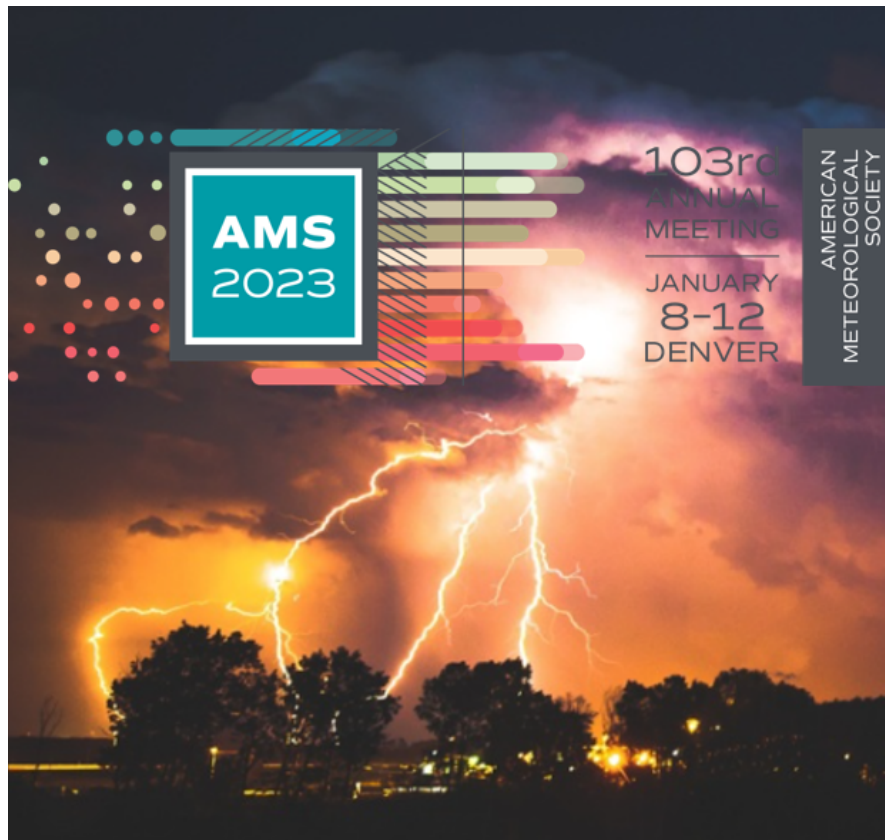




**Do** place the logo over light background colors or simple images with ample contrast:



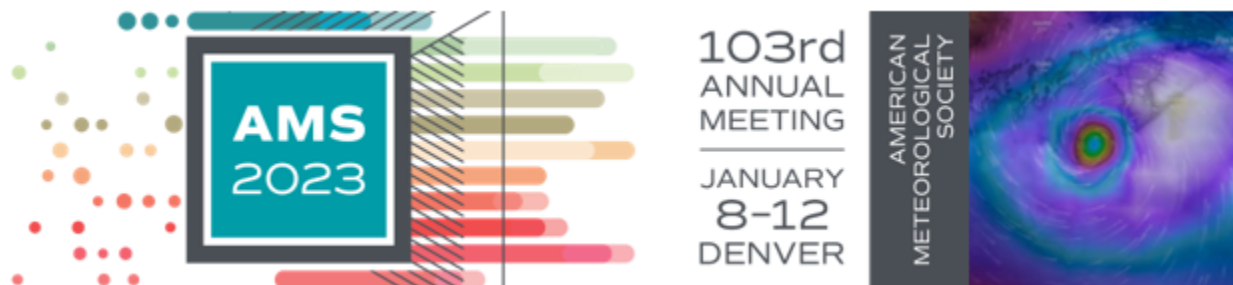
**Do not** place the logo over busy images or a background that will not provide enough contrast for the logo to stand out.



**Do not** add type to the logo.



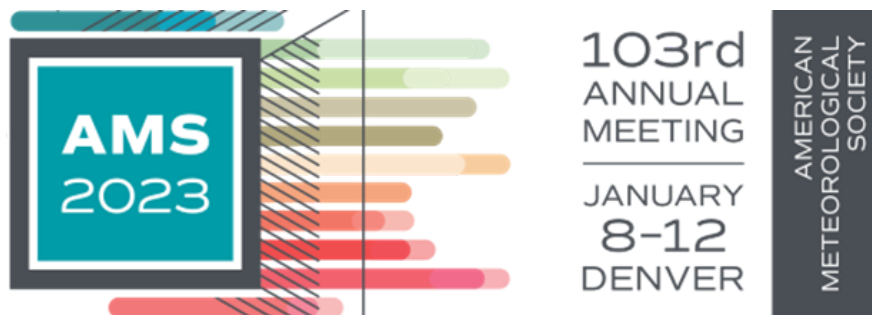
**Do not** introduce other elements into the logo.



**Do not** distort the logo. Always maintain original proportions.



**Do not** remove any elements from the logo.

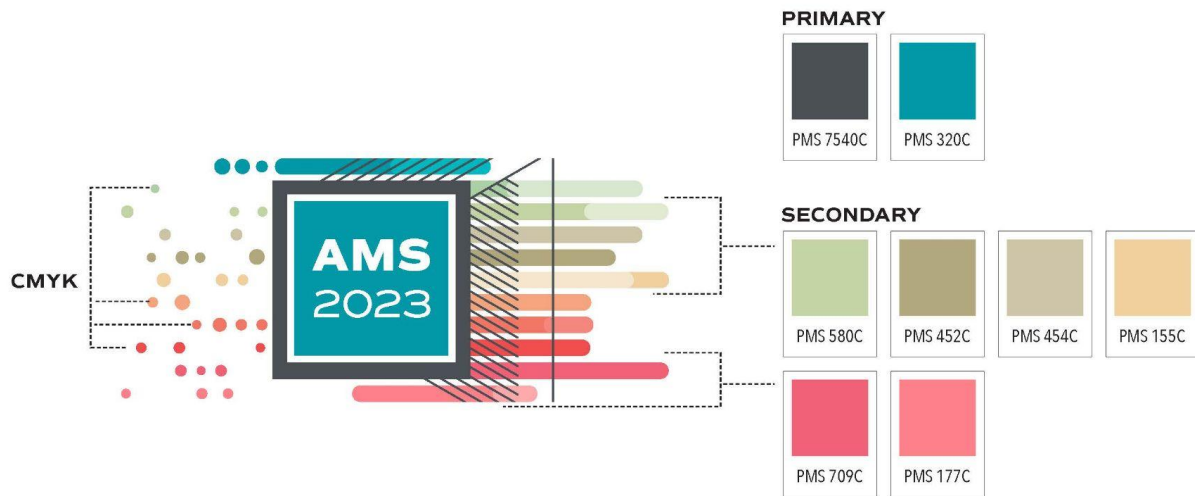


## Templates

We plan to provide simple social media templates with the logo, font, and background colors set that can be used for Twitter, Facebook, and LinkedIn with the content of your event added. Please [let us know](#) if you plan to use a different platform that might require an alternate layout.

## Colors

# PALETTE



AMERICAN METEOROLOGICAL SOCIETY | AMS2023

### Primary Palette

Black: PMS 7540C

Blue: PMS 320C

### Secondary Palette

Green: PMS 580C

Brown: PMS 452C

Tan: PMS 454C

Light Orange: PMS 155C

Dark Pink: PMS 709C

Lighter Pink: PMS 177C

Website colors:

Link Color: #C64040

Title Colors: #257474