

AMC Lean Six Sigma Style Guide

LOGO ELEMENTS The AMC Lean Six Sigma logo consists of 3 parts: The graphic, graphic text (Lean Six Sigma) and supporting text (U.S. Army Materiel Command). There is a Main Version (see artwork), which applies the supporting text as a straight line of horizontal text below the graphic text. The Main Version serves as the standard logo.

PRINT COLORS The logo is designed in three colors: Pantone Black, Pantone 186 (red) and Pantone 287 (blue). Where appropriate, please specify colors.

BLACK AND WHITE For black/white applications, the logo should be Black (100%).

WEB COLORS For Web design, the best HTML color matches are #EC1615(red), #1F2A80 (blue).

SUPPORTING TEXT The standard Lean Six Sigma logo contains the supporting text: U.S. Army Materiel Command. But when displaying in very small spaces - such as the stitching on hats/polo shirts, small Web graphics, or anywhere the tagline could become muddled - the version without the subhead may be preferable.

DARK BACKGROUNDS If the logo needs to be placed on a dark background, it is preferable to use a background that is dark blue (closest match to Pantone Black). In such cases, the blue and black must knock out to white and the red to black to remain legible (see artwork).

RESTRICTED SPACE To ensure the AMC Lean Six Sigma identity maintains its integrity in all situations, a safe area of approximately one-quarter inch is required around the logo. No other logo, artwork, text or imagery should interrupt this area.

CONSTRAINED PROPORTION The AMC Lean Six Sigma logo should always retain its inherent aspect ratio. When scaling, remember to constrain the proportions or apply the same percentage of scale to both height and width. (This is typically accomplished by holding down the shift key while scaling with the cursor.)

Using the AMC LOGO

There are three types of formats that we have for the AMC Logo. They are eps, tif, and jpg. How and when each should be used:

Eps Logo:

The only Truly lossless scalable format. Primarily for Adobe Illustrator or any vector based program. Use this logo when reproducing large graphics or color specific projects.

Tif Logo:

Use this format for Higher-End graphic design production if an EPS is not acceptable/useable.

Jpg Logo:

Use this logo for: Web, PPT, Word, Excel or any other publishing program. The higher res version works exactly like the tif, except without the transparency.

AMC FONTS AND FONT USAGE

Font: Engravers MT

(Is used Primarily In Title text)

Font: Trajan

(Is used Primarily In SubTitle text)

Font: Avenir

(Is used Primarily In body copy)

