

AMSIINTERN
BRANDING GUIDE

AMSIIntern

DRIVING **INDUSTRY & UNIVERSITY** COLLABORATIONS

INTERN BRANDING
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external use

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BRANDING
for external use



HORIZONTAL CONFIGURATION

The AMSI**Intern** logo is the cornerstone of its brand identity. The brand mark consists of the four elements; The abbreviation of AMSI, and the word Intern, the strap line - Driving Industry & University Collaborations - and the two strokes that sit above and below the strap. At no time can the individual elements be used alone. This example demonstrates the horizontal configuration of the logo. This configuration is the preferred configuration. The logo must always appear in this form and cannot be altered or applied in any way or by means other than specified in these guidelines. The logo has been specifically drawn and as a result can only be reproduced from electronic or reflective artwork as provided in these guidelines. No attempt should be made to recreate the logo from websites, PDFs or other sources, as this will result in distortion, blurriness and discolouration.

AMSI**Intern**

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1.2

VERTICAL CONFIGURATION

In some instances, where space does not allow for reproduction of the preferred horizontal logo at an acceptable size, an alternative vertical configuration has been developed. The vertical logo must always appear in this form and cannot be altered or applied in any way or by means other than specified in these guidelines. The logo has been specifically drawn and as a result can only be reproduced from electronic or reflective artwork as provided in these guidelines. No attempt should be made to recreate the logo. The horizontal logo is always the preferred configuration and should be used wherever possible.

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1.3

REVERSE USAGE

The examples here demonstrate the correct reverse version of the **AMSIIntern** logo configurations. No other colours are permitted, unless approved by the AMSI Marketing and Communications Department. There will from time to time, be a need for a change of background colours and font colours, depending on corporate needs.

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1.4

MONO REPRODUCTION

The examples on this page demonstrate the correct mono reproduction of the AMSI**Intern** logo configurations. When reproduced in single colour, the logos are only to be reproduced in black.

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1.5

CLEAR SPACE MINIMUM SIZE

When used in conjunction with other marks and graphics, enough space needs to be left around the logo to ensure correct prominence, readability and not to crowd the logo. Examples demonstrate clear spaces for each configuration. No other graphics can encroach on the clear space surrounding the **AMSIIntern** logo.

Also on this page are the minimum reproducible sizes of both configurations. Please, when reproducing the **AMSIIntern** logo, do not reduce to a size less than 50mm.

AMSIIntern



←..... MINIMUM 50MM→



←..... MINIMUM 50MM→

1.6

ABBREVIATED CONFIGURATION

In some cases the AMSI**Intern** logo may need to appear smaller than the minimum recommended size. When this happens it is preferred that the two configurations (horizontal and vertical) appear without the strap line - Driving Industry & University Collaborations. These examples demonstrate the horizontal and vertical configurations of the logo without the strap line.

Using the logo without the strap line can only be done with the express permission of the AMSI Marketing and Communications Department.

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1.7

INCORRECT USAGE

Incorrect application of the logo will impact on a consistent brand identity and message for **AMSIIntern**. The logo should be re-sized in proportionate scale. No attempt should be made to stretch, squeeze, redraw or distort the logo in any way. The logo can only be reproduced in the colours specified in this guide. The logo can be used over images, however, it must be used in a way so that the logo sits on a clear part of the image, not over heavily detailed or complex areas of the image.

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Do not scale logo vertically.



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Do not scale logo horizontally.



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DRIVING **INDUSTRY & UNIVERSITY** COLLABORATIONS

Do not put a stroke on the logo



Intern

Do not use the elements separately



AMSI

Do not use the elements separately



DRIVING **INDUSTRY & UNIVERSITY** COLLABORATIONS

Do not use the elements separately



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Do not reproduce the logo in colours other than specified.



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DRIVING **INDUSTRY & UNIVERSITY** COLLABORATIONS

Do not reproduce the logo over heavily detailed or complex backgrounds.



1.8

ARTWORK DIRECTORY
HORIZONTAL CONFIGURATION

AMSIIntern

DRIVING **INDUSTRY & UNIVERSITY** COLLABORATIONS

EPS (VECTOR)

a-intern_s_h_pms.eps
a-intern_s_h_cmyk.eps
a-intern_s_h_rgb.eps

PDF (VECTOR)

a-intern_s_h_pms.pdf
a-intern_s_h_cmyk.pdf
a-intern_s_h_rgb.pdf

JPEG HR (300DPI)

a-intern_s_h_cmyk_hr.jpg
a-intern_s_h_rgb_hr.jpg

JPEG LR (72DPI)

a-intern_s_h_cmyk_lr.jpg
a-intern_s_h_rgb_lr.jpg

PNG HR (300DPI)

a-intern_s_h_cmyk_hr.png
a-intern_s_h_rgb_hr.png

PNG LR (72DPI)

a-intern_s_h_cmyk_lr.png
a-intern_s_h_rgb_lr.png

AMSIIntern

DRIVING **INDUSTRY & UNIVERSITY** COLLABORATIONS

a-intern_blk_s_h_cmyk.eps
a-intern_blk_s_h_rgb.eps

a-intern_blk_s_h_cmyk.pdf
a-intern_blk_s_h_rgb.pdf

a-intern_blk_s_h_cmyk_hr.jpg
a-intern_blk_s_h_rgb_hr.jpg

a-intern_blk_s_h_cmyk_lr.jpg
a-intern_blk_s_h_rgb_lr.jpg

a-intern_blk_s_h_cmyk_hr.png
a-intern_blk_s_h_rgb_hr.png

a-intern_blk_s_h_cmyk_lr.png
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a-intern_rev_s_h_cmyk.eps
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a-intern_rev_s_h_cmyk.pdf
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AMSIIntern

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1.9

ARTWORK DIRECTORY

VERTICAL CONFIGURATION

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DRIVING INDUSTRY & UNIVERSITY COLLABORATIONS

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