Amico

Logo Guidelines

Our logo is a very valuable asset.
Take a look at the following guidelines to
ensure you keep to the brand standards.

Primary Color:

Amico

Pantone 3005 C
Hex #: 0077c8

Secondary Colors:

Amico

Pantone Process Black C
Hex #: 000000

Amico

Pantone Process Black C - 63%
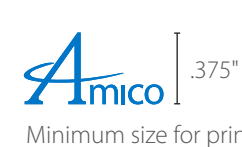Hex #: 5e5e5e

Amico

White
Hex #: ffffff

Clear Space:

Always surround the Amico logo with
proper minimum amount of clear
space. The clear space "o" is equal to the
height of the last 4 letters.

To ensure the logo stands on its own,
please leave at least one "o"s worth of
space around it.

O   O

Amico

O   O

Minimum Size:

Amico .375"

Minimum size for print

Amico .5"

Minimum size for digital

Do use the logo files you are provided as is, to promote consistent use of our Brand Assets. No manipulation. Easy!

Don't misuse our logo.

Amico

Don't use colors outside the approved colors.

Amico

Don't add drop shadows or other visual effects.

Amico

Don't stretch or distort the logo.

Amico

Don't outline the logo.

Amico

Don't rotate the logo.

Amico

Don't recreate the logo using a different font.

Amico

Don't resize the A or any other elements in the logo.

Architectural
Amico

Don't add text to the logo.

Amico Sells Hospital Equipment

Don't use the logo as part of a sentence.

Amico

Don't change the transparency of the logo.

Amico

Don't use RGB for print.

Amico

Don't place the logo on a complicated background that reduces its legibility.