

Brand Guide 2024/25

REV-2_NOVEMBER 2024



Association of
Manitoba Municipalities

Brand Guide

Every brand experience has the opportunity to help create a desired perception and enhance brand esteem. The importance of brand consistency cannot be overstated—consistency increases awareness and helps cement an emotional connection with the brand. This Brand Guide exists to protect the integrity of the Association of Manitoba Municipalities (AMM) brand across various touchpoints.

Intended Use

This guide provides general guidelines for employees and suppliers to maintain consistency in all applications. For additional support or specific inquiries, please reach out to a brand manager.

Logo Variations

When applying the AMM identity, it's essential to follow the outlined guidelines and standards. Each logo variation offers unique benefits depending on aesthetics and available space. The logotype and icon must always be used together and maintain their original proportions unless otherwise approved by a brand manager.

If you're unsure which version of the logo applies, please contact a brand manager for guidance.

All logo variations are available in the following formats, along with Process Black and Knock-out (white) versions for black-and-white print runs. Please select the appropriate format when producing branded materials.

FOR PRINT: PDF
FOR WEB: PNG



HORIZONTAL



AMM-ID_WORDMARK-HORIZONTAL-01-YELLOW



AMM-ID_WORDMARK-HORIZONTAL-02-GREEN

STACKED



AMM-ID_WORDMARK-STACKED-01-YELLOW



AMM-ID_WORDMARK-STACKED-02-GREEN

ICON



AMM-ID_ICON-01-YELLOW



AMM-ID_ICON-02-GREEN

HORIZONTAL / 2-COLOUR KNOCK-OUT*



AMM-ID_WORDMARK-HORIZONTAL-06-2-COLOUR-KO

STACKED / 2-COLOUR KNOCK-OUT*



AMM-ID_WORDMARK-STACKED-06-2-COLOUR-KO

***NOTE:** 2-Colour Knock-Out variations should only be applied on AMM's green background.

Identity Abuse

It's important to apply the AMM logo correctly to ensure its visual impact and overall integrity are not compromised or diluted. Always use the supplied artwork provided, and never manipulate the file in any way.

If you are unsure about file types, or if you do not have a file type that works with a specific application, please contact a brand manager. While not a complete list, the following examples illustrate a number of possible logo abuses that apply to all AMM logo variations:

| | | |
|--|---|--|
| <p>DO NOT ROTATE</p>  | <p>DO NOT ALTER COLOURS</p>  | <p>DO NOT ALTER FONTS</p>  |
| <p>DO NOT EXAGGERATE EFFECTS</p>  | <p>DO NOT STRETCH OR WARP</p>  | <p>DO NOT OUTLINE</p>  |
| <p>DO NOT ALTER HIERARCHY</p>  | <p>DO NOT ALTER ORIENTATION</p>  | <p>DO NOT DISPLAY WITHOUT CONTRAST</p>  |

Minimum Clear Space

To ensure legibility, the identity must be surrounded by a minimum amount of clear space. This isolates the identity from competing elements such as photography, text, or background patterns that may detract attention and lessen the overall impact.

STACKED

Minimum clear space for the stacked identity is equal to one "A", proportional to identity size when applied to printed or digital materials.



HORIZONTAL

Minimum clear space for the horizontal identity is equal to one "A", proportional to identity size when applied to printed or digital materials.



ICON

Minimum clear space for the icon identity is equal to the weight of icon proportional to identity size when applied to printed or digital materials.



Minimum Sizing

To ensure legibility, never reproduce the logo below the specified minimum sizes. Minimum sizing for both print and web applications is outlined below. In some specialty print applications—such as embroidery, engraving, or etching—the minimum size may not reproduce correctly. For any unconventional printing methods, please consult a brand manager.

To standardize logo usage, three size options are provided for most applications. The recommended minimum sizes for each identity variation are as follows:

- Print: 10-40mm
- Web: 30-113px
(for online ads, email headers, web pages, etc.)

If you have any questions regarding minimum sizing, please contact a brand manager for assistance.

FOR PRINT: STACKED
RECOMMENDED, 28 MM



FOR PRINT: HORIZONTAL
RECOMMENDED, 40 MM



FOR PRINT: ICON
RECOMMENDED, 10 MM



FOR WEB: STACKED
RECOMMENDED, 80 PX



FOR WEB: HORIZONTAL
RECOMMENDED, 113 PX



FOR WEB: ICON
RECOMMENDED, 30 PX



Brand Colours

The primary palette for the AMM brand consists of six colours, seen below as individual swatches with corresponding colour codes for both print and web use. **However, printing in RGB colour, on a 6-colour digital press is strongly recommended** when producing printed materials. 4-Colour (CMYK) should be considered a secondary method.

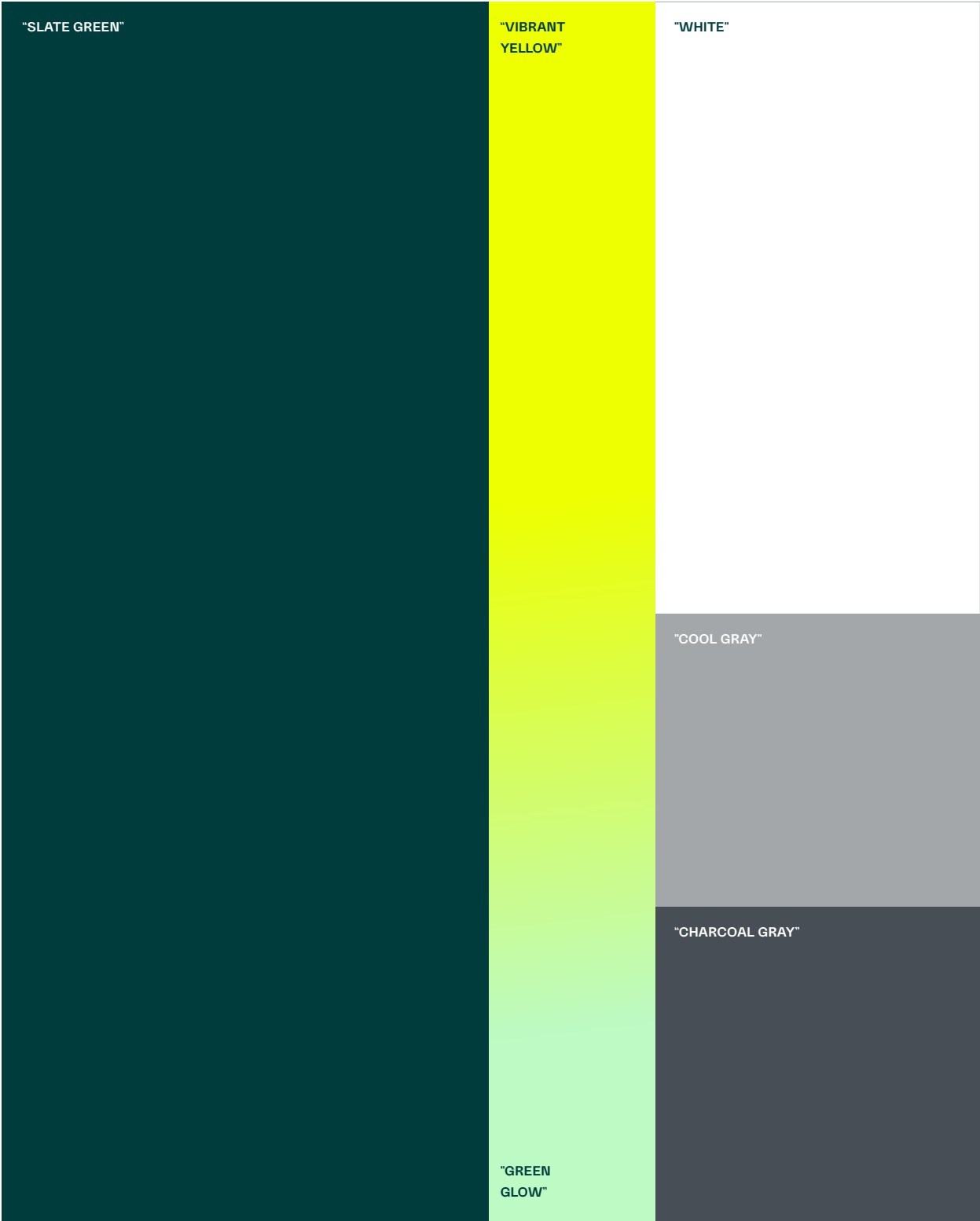
There are many variables and reproduction methods in printing. Please ensure the colour palette can be maintained before utilizing it on branded applications.

If there are any concerns about colour accuracy, please contact a brand manager.

COLOUR PALETTE

| | | |
|-------------------|--|--|
| "WHITE" | R 255 / G 255 / B 255 | HEX: FFFFFFFF |
| "VIBRANT YELLOW" | R 237 / G 255 / B 0 | HEX: EDFF00 |
| PMS: 3945 | | |
| "GREEN GLOW" | R 188 / G 251 / B 197 | HEX: BCFBC5 |
| PMS: 7478 | | |
| "COOL GRAY" | R 164 / G 167 / B 169 | HEX: A4A7A9 |
| PMS: COOL GRAY 6 | | |
| "CHARCOAL GRAY" | R 71 / G 76 / B 85 | HEX: 474C55 |
| PMS: COOL GRAY 10 | | |
| "SLATE GREEN" | R 0 / G 70 / B 70 (FOR PRINT) R 0 / G 60 / B 60 (FOR WEB) | HEX: 004646 (FOR PRINT) HEX: 003C3C (FOR WEB) |
| PMS: 3302 | | |

PRIMARY COLOUR SCHEME RATIO



Brand Fonts

HONEYCHROME
REGULAR
72 PT.

AaBbCc

REGULAR
16 PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%&&&\$£#*©⊕%∞∞/

HONEYCHROME
BOLD
72 PT.

AaBbCc

BOLD
16 PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%&&&\$£#*©⊕%∞∞/

HONEYCHROME
EXTRA WIDE
62 PT.

AaBbCc

BOLD
12 PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%&&&\$£#*©⊕%∞∞/

Alternate Fonts*

ARIAL, REGULAR
16 PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%&*

ARIAL, BOLD
16 PT.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,!%&*

***NOTE:** When alternate fonts are needed for creating in-house, workflow documents, Default font families such as, Arial may be used.

Photography & Footage

AUTHENTIC SNAPSHOTS: CAPTURING OUR COMMUNITIES

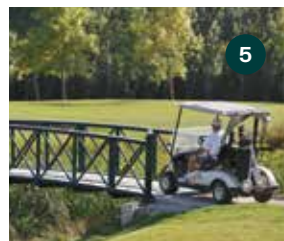
Imagery is a vital component in communicating the AMM brand's values and purpose. AMM photography should convey authenticity while reflecting a sense of momentum and vitality—showcasing people, industries, and communities thriving together.

Images featuring movement, activities in progress, or an overall sense of positive energy are particularly suited to the AMM brand. Additionally, photography should occasionally highlight essential municipal or community services, such as roadways, infrastructure, facilities, emergency service vehicles, or recycling initiatives.

When selecting or creating imagery for the AMM brand, keep these guidelines in mind:

- Ensure photography aligns with the AMM purpose.
- Keep imagery clean, clear, and authentic.
- Avoid over-styling or excessive post-processing.
- Use natural daylight whenever possible.
- Aim for visually dynamic and interesting compositions.
- When possible, utilize photos from actual Manitoba towns and municipalities.

SAMPLE IMAGERY STYLES



PHOTOS COURTESY OF: City of Selkirk (photos 1&2), Municipality of Deloraine-Winchester (photo 3), City of Winkler (photos 4-7).

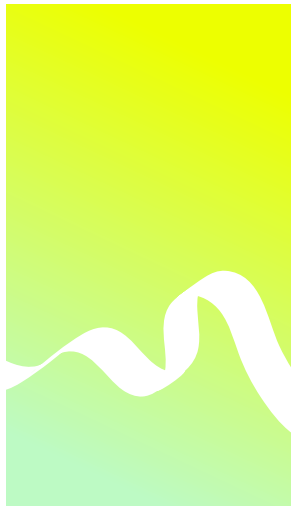
AMM Finish Line

The Finish Line is AMM's primary brand element, symbolizing the association's solid track record and numerous successful "wins." As a complementary graphic to the AMM corporate identity, it conveys confidence and reinforces the key benefit AMM offers to its audience.

This graphic can be used with or without accompanying imagery. While it should primarily appear in AMM yellow, it can also be applied in AMM green or white when appropriate. Subtle effects, such as overlays or tints, are also acceptable.

The Finish Line graphic should be tailored to each communication piece, maintaining a fluid, adaptive, and integrated appearance.

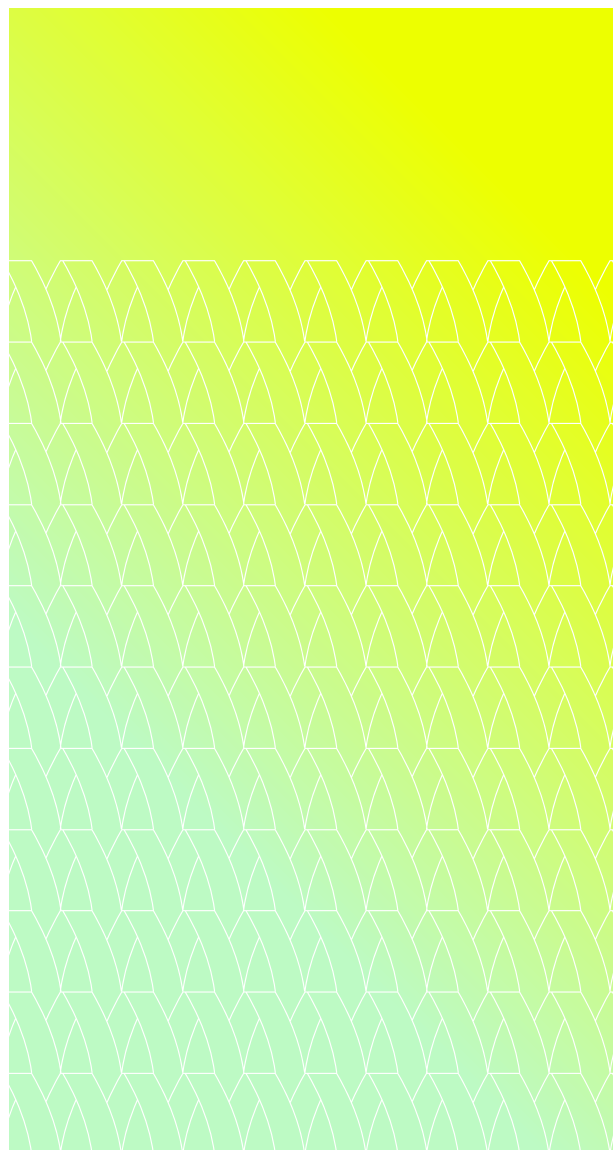
FINISH LINE



AMM Pattern

The AMM pattern is a secondary brand element, designed for more formal or corporate communications. This pattern should always be applied subtly, using tone-on-tone effects or understated production techniques such as embossing. The goal is to ensure the pattern complements the design without overpowering it.

COPORATE PATTERN



**Moving the interests of
Manitoba Municipalities
across the *finish line***



Association of
Manitoba Municipalities

amm.mb.ca