The AMS is proud to partner with student chapters. We request student chapters use our logo correctly whether it be used digitally or in print. The logo must be placed on a plain background, free of gradients or patterns.

**APPLICATION**
Our logo should not be modified in any way, including changing AMS colors or iconography to match your school’s design.

**WHAT NOT TO DO**
- Do not place logo over texture, gradient or crowd image.
- Always leave designated clear space around logo.

**CORRECT APPLICATION**

**LEARN MORE:** AMS.ORG/STUDENTCHAPTERS
**REQUEST LOGO:** AMS.ORG/REQUESTLOGO

**COLOR MANIPULATION**
The AMS primary color is PMS 300 and should be used as the dominant color in all applications. The secondary colors are to be used as accents only and never without the primary color.

**PRIMARY COLOR**
- **blue** #0057B8
  - PMS 293U (coated)
  - PMS 300U (uncoated)


**SECONDARY COLORS**
- **orange** #E87722
  - PMS 158C (coated)
  - PMS 021U (uncoated)

- **gray** #98A4AE
  - PMS 7543C (coated)
  - PMS 7544U (uncoated)

**PREFERRED LOGO**

**SECONDARY MONOCHROMATIC LOGOS**
- **white**
  - Use with dark backgrounds
- **black**
  - For black & white documents only
- **blue**
  - Use with light backgrounds