

BRANDING GUIDELINES



ANALYTICAL MECHANICS ASSOCIATES

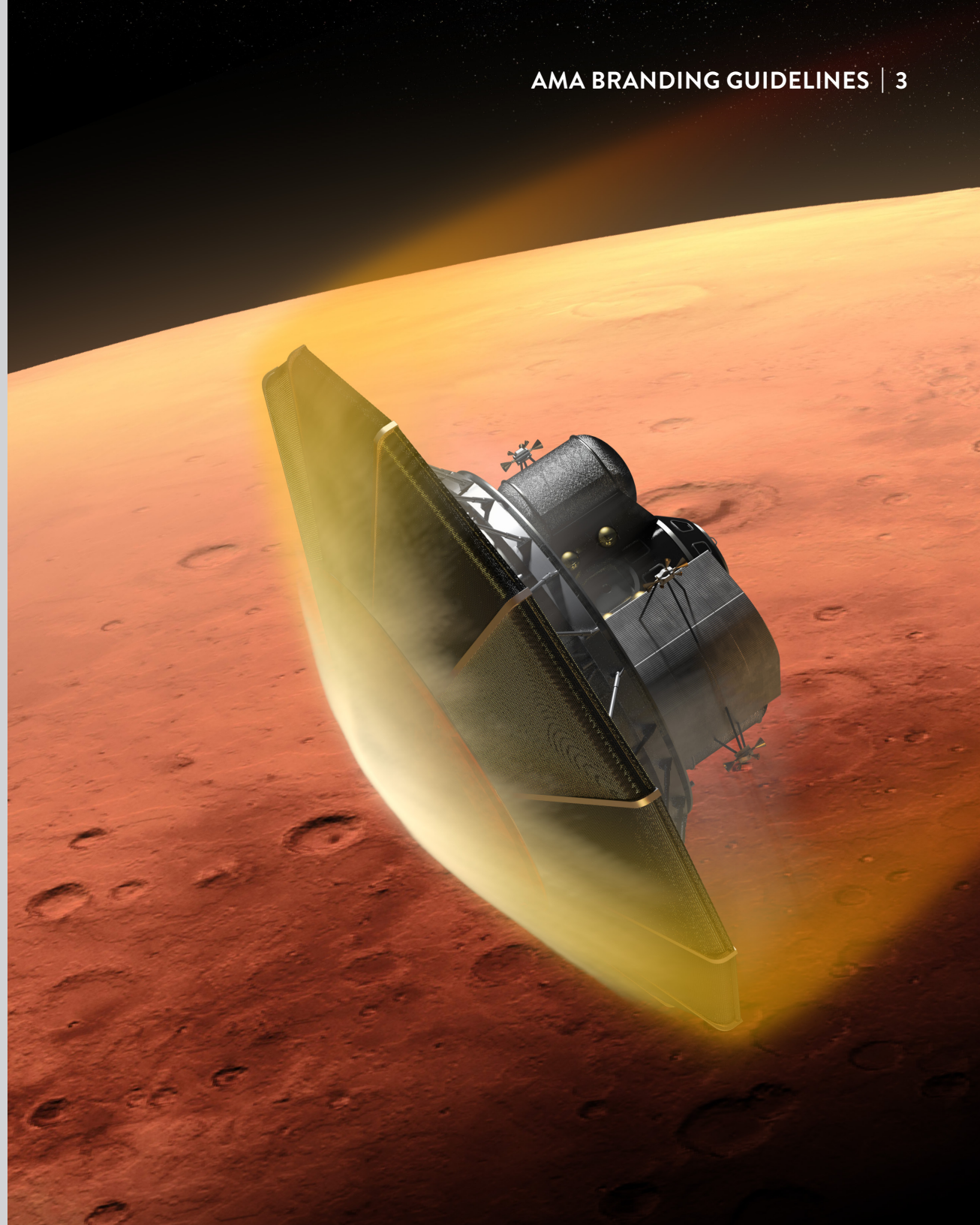
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HOW TO USE THIS BOOK

The goal of our Branding Guideline is to protect the look, feel, tone and values of our company. The Branding Guideline achieves this by helping everyone understand the importance of our brand. It describes how to use the elements of the brand, such as corporate identity and the brand name. This book is a comprehensive manual for anyone who uses our brand and its components in their work, including employees, partners, designers and new business teams.



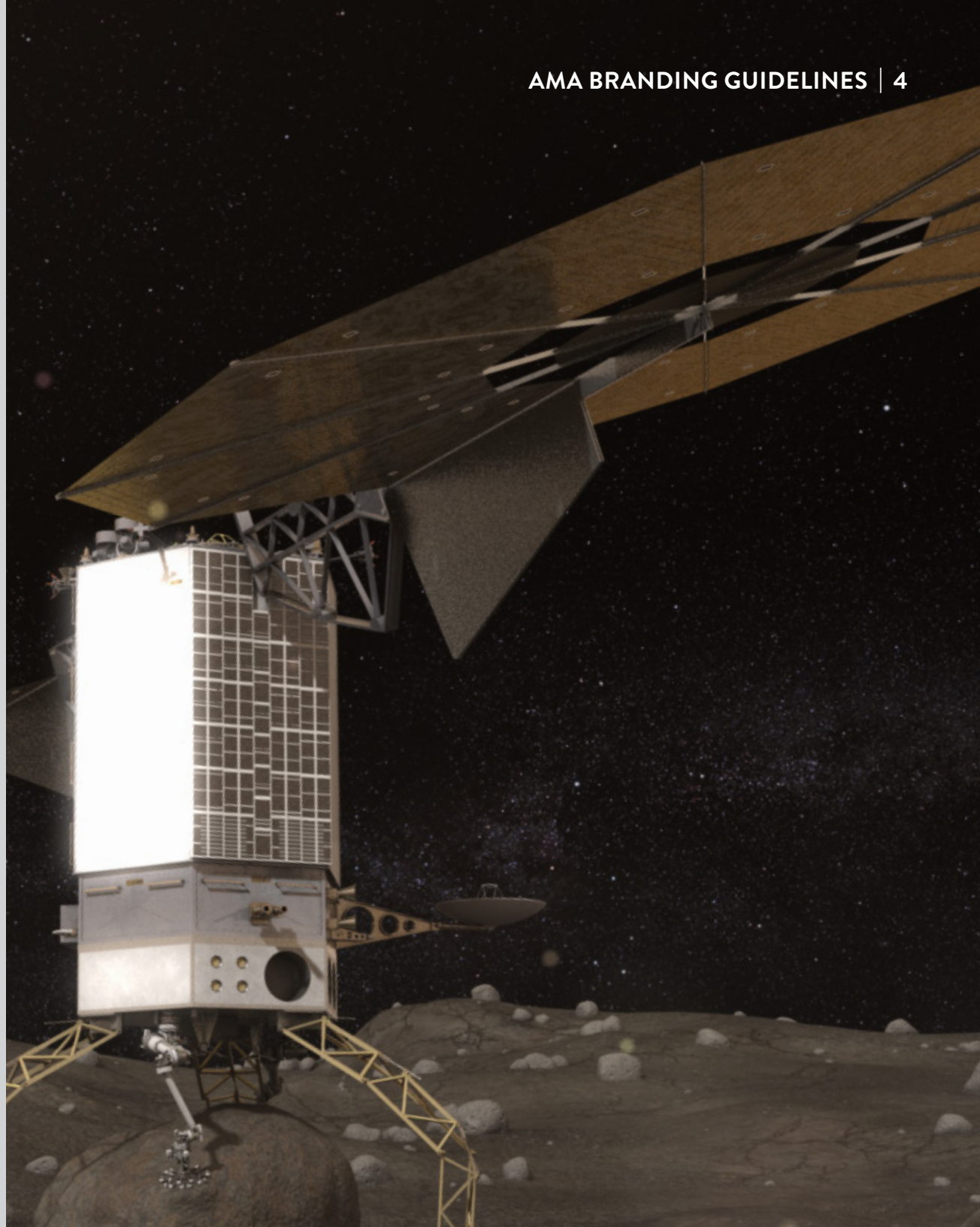
ABOUT US

Since 1962, AMA has worked with government and commercial organizations solving tough engineering, math, and business problems. AMA combines the best of engineering and mathematics capabilities with the latest in information technology and visualization to build innovative solutions. The knowledge, innovation and dedication of the AMA team creates solutions for today's problems and provides a catalyst for tomorrow's discoveries.

AMA has provided world class technical services and products to a multitude of industries including: Aerospace, Defense, Automotive, Financial Services, Healthcare, and Packaging. Our client base includes leading government institutions and Fortune 100 companies. We are especially proud of our work supporting NASA's missions: past, present, and future. Our work has been featured on CNN, MSNBC, WIRED, and the Discovery Channel.

AMA has operations in:

- ▲ Hampton, VA (*Headquarters*)
- ▲ Huntsville, AL
- ▲ Houston, TX
- ▲ Dallas, TX
- ▲ Denver, CO
- ▲ Mountain View, CA



OUR VALUES

We place the highest value on our customers, and we are dedicated to delivery of the highest quality products and services which meet and exceed customer expectations, and provide the best value. Building upon the diversity of our workforce in different areas of expertise, we create and deliver high level solutions for our customers, on time and within budget. We aim for total customer satisfaction, and pursue aggressive inward-looking analytical methods to ensure continual improvement of all aspects of the company.

We take pride in our work, seek to be the best in what we do, and encourage a team-oriented, flexible environment where business and personal professional growth are interdependent – we intend that both the team and the individual will succeed and flourish.

AMA has many certifications including:

- ▲ ISO 9001:2000
- ▲ AS 9100:2004
- ▲ CMMI Maturity Level 3



AMA CORE

VISION

Enabling our customers to meet their boldest objectives through innovations, thought leadership, and technical excellence.

MISSION

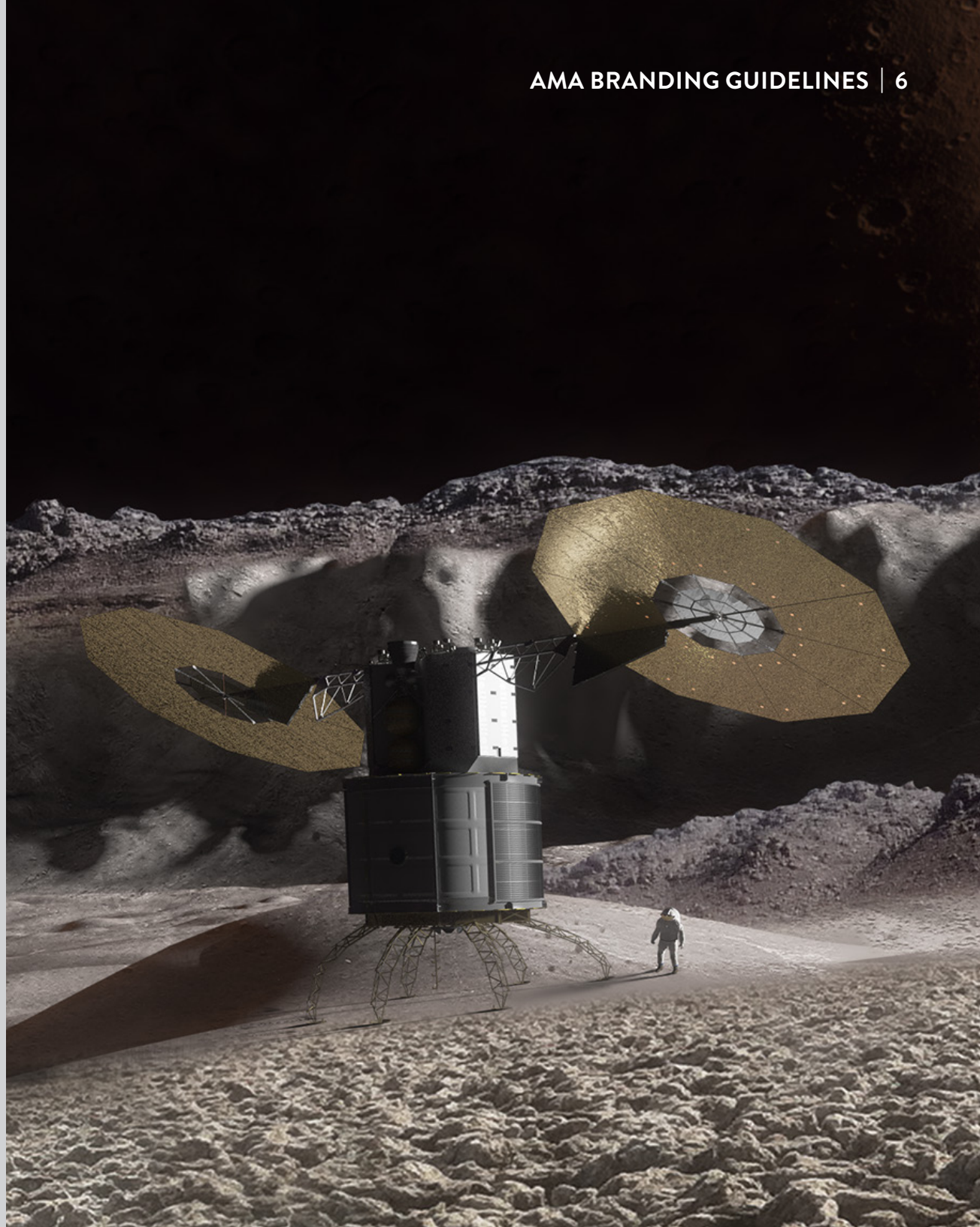
Exceeding customer expectations, with inspired and passionate employees, driven by a culture of integrity, teamwork, and innovation.

VALUES

Do the right thing; by our customers, by our employees, and by our community.

MOTTO

Tomorrow's Vision, Today's Solutions



LOGO ICON

This section demonstrates the use of the AMA Icon symbol displayed as a solid and inverted element.

LOGO ICON

The logo symbol can be used in:

Full-color-on-white

White-on-color

White-on-black

Black-on-white



Logo Icon on white



Logo Icon on color background

FULL LOGO

This section demonstrates the use of the AMA Full Logo displayed as a solid and inverted element.

FULL LOGO

The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company. This can be used in:

Full-color-on-white

White-on-color

White-on-black

Black-on-white



Full Logo on white



Full Logo on color background

HORIZONTAL LOGO

This section demonstrates the use of the AMA Standard Horizontal Logo displayed as a solid and inverted element.

HORIZONTAL LOGO

This should be used to substitute the full logo if vertical space is limited. This can be used in:

Full-color-on-white

White-on-color

White-on-black

Black-on-white



Horizontal Logo on white



Horizontal Logo on color background

FULL LOGO FRAMED

This section deals with situations when the logo needs to be displayed with the framed background.

FULL LOGO FRAMED

The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company.

This can be used in:

Full-color-on-white

White-on-color

White-on-black

Black-on-white



Full Framed Logo on white



Full Framed Logo on color background

HORIZONTAL LOGO FRAMED

HORIZONTAL LOGO FRAMED

This should be used to substitute the full logo if vertical space is limited. This can be used in:

Full-color-on-white

White-on-color

White-on-black

Black-on-white



Horizontal Framed Logo on white



Horizontal Framed Logo on color background

DESIGN ELEMENTS

This section deals with the several alternative treatments for the A icon.

▲ ICON

The A Icon. This can be used in:

Full-color-on-white *White-on-color*
White-on-black *Black-on-white*

DESIGN ELEMENT

The icon can also be used as a design element such as a bullet point.

▲ Bullet Point 1

▲ Bullet Point 2

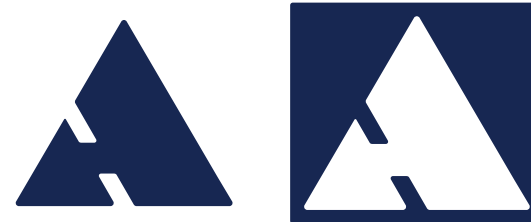
▲ Bullet Point 3

▲ Bullet Point 4

TEXT SEPARATOR

The text separator is used in place of forward slashes in text:

Item 1 / Item 2 / Item 3



▲ Icon on white



▲ Icon on color background

This section deals with using the list of locations under the logo. These logos must meet a minimum size to ensure the locations font size is legible.

FULL LOGO WITH LOCATIONS

The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company.

This can be used in:

Full-color-on-white

White-on-color

White-on-black

Black-on-white

HORIZONTAL LOGO

This should be used to substitute the full logo if vertical space is limited.

FULL LOGO WITH LOCATIONS



ANALYTICAL MECHANICS ASSOCIATES

HAMPTON / HUNTSVILLE / HOUSTON / DALLAS / DENVER / MOUNTAIN VIEW

3.5 INCHES

Full Logo with Locations Must be displayed No smaller than 3.5 inches

HORIZONTAL LOGO WITH LOCATIONS



ANALYTICAL MECHANICS ASSOCIATES

HAMPTON / HUNTSVILLE / HOUSTON / DALLAS / DENVER / MOUNTAIN VIEW

5.5 INCHES

Horizontal Logo with Locations Must be displayed No smaller than 5.5 inches

FULL LOGO CLEAR SPACE

All forms of the AMA logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

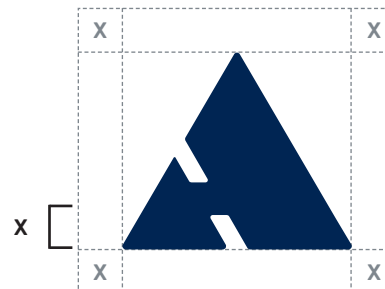
1. The full logo
2. The horizontal logo
3. The icon



X height for horizontal logos is half height of AMA logo



X height for horizontal logos is the height of the wordmark in the logo



X height for icon is 1/4 height of AMA A icon

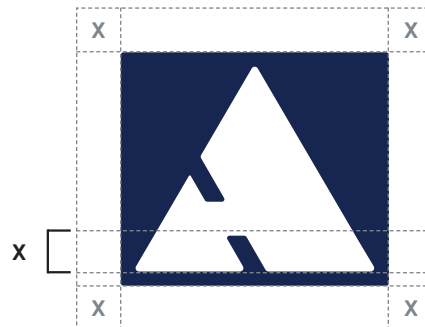
FRAMED LOGO CLEAR SPACE

All forms of the AMA logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

1. The full logo
2. The horizontal logo
3. The icon



X height for horizontal logos is half height of AMA logo



X height for icon is 1/4 height of AMA A icon

LOGO ANGLE CLEAR SPACE

Using images at an angle beside the logo is permitted with the acceptable amount of clear space.



TYPOGRAPHY

Our primary typeface for any web materials and print is Brandon Grotesque Bold. The font used for locations in the logo is Brandon Grotesque Regular. The secondary font used for body type is Helvetica Regular.

WORDMARK

The wordmark in the logo uses Brandon Grotesque Bold. To comply with AMA logo standards, the tracking between characters in the wordmark must be set to -5.

BODY COPY

Helvetica body copy must remain at the default kerning and tracking. The regular, oblique, bold, and bold oblique variations of Helvetica can be used.

PRIMARY FONT FACE - BRANDON GROTESQUE BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

LOCATIONS FONT FACE - BRANDON GROTESQUE REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

SECONDARY FONT FACE - HELVETICA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

WORDMARK

ANALYTICAL MECHANICS ASSOCIATES

TRACKING SET TO -5

COLOR PALETTE

Color is a primary means of visual identification that we use to create a powerful emotional response. Our colors were chosen with care to convey that we are a classic, but forward-looking brand. The consistent use of our professional and modern colors will build strong external recognition and memorability for AMA.

PRIMARY BRAND COLORS

Our primary brand colors, AMA Blue and AMA Gray, are intended to be the main signifying colors for the brand. They should be used for all valid logo treatments seen on page BLANK.

SECONDARY BRAND COLORS

The secondary brand colors are used to compliment the primary brand colors.

PRIMARY BRAND COLORS

AMA Blue



PANTONE 655C
CMYK 100/90/37/37
RGB 23/39/82
HEX #172751

AMA Gray



PANTONE 430C
CMYK 54/41/38/4
RGB 126/134/140
HEX #7E868C

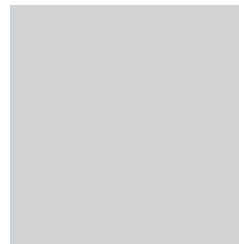
SECONDARY BRAND COLORS

AMA Cyan



PANTONE 298C
CMYK 64/10/1/0
RGB 67/180/228
HEX #43B4E4

AMA Light Gray



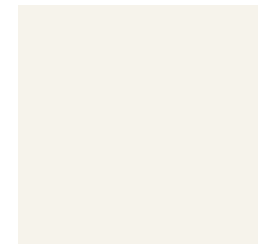
PANTONE 427C
CMYK 17/12/12/0
RGB 209/211/213
HEX #D1D3D4

AMA Dark Gray



CMYK 0/0/0/85
RGB 77/77/79
HEX #4C4C4E

AMA Tan



CMYK 3/3/7/0
RGB 244/241/234
HEX #F4F1EA

LOGO MISUSE

The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo.
9. Add an outline to the logo.
10. Use the logo on top of busy photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way.

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



CONTACT

FOR MEDIA & BRAND INQUIRIES:

Point of Contact: Sanjay Gowda
media@ama-inc.com
(757) 865-0000

LOCATIONS:

- ▲ Hampton, VA
- ▲ Huntsville, AL
- ▲ Houston, TX
- ▲ Dallas, TX
- ▲ Denver, CO
- ▲ Mountain View, CA





ANALYTICAL MECHANICS ASSOCIATES

www.ama-inc.com