

A U S T R A L I A N  
M A T H E M A T I C A L  
S C I E N C E S  
I N S T I T U T E

# 1.1

## HORIZONTAL CONFIGURATION

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The AMSI logo is the cornerstone of its brand identity. The brand mark consists of the three elements; shape, the abbreviation AMSI and the words Australian Mathematical Sciences Institute. At no time can the shape or 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.

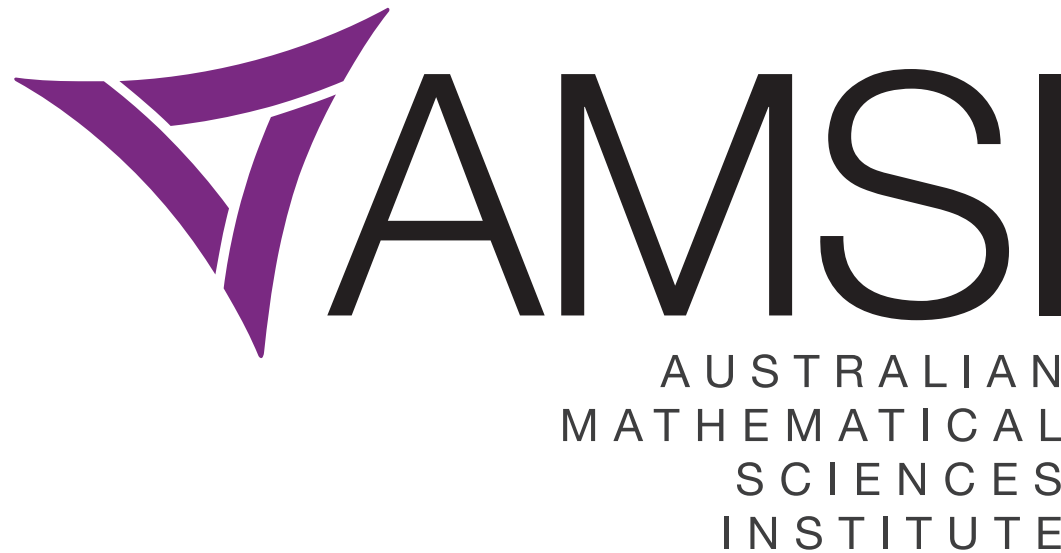


# 1.2

## VERTICAL CONFIGURATION

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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.**

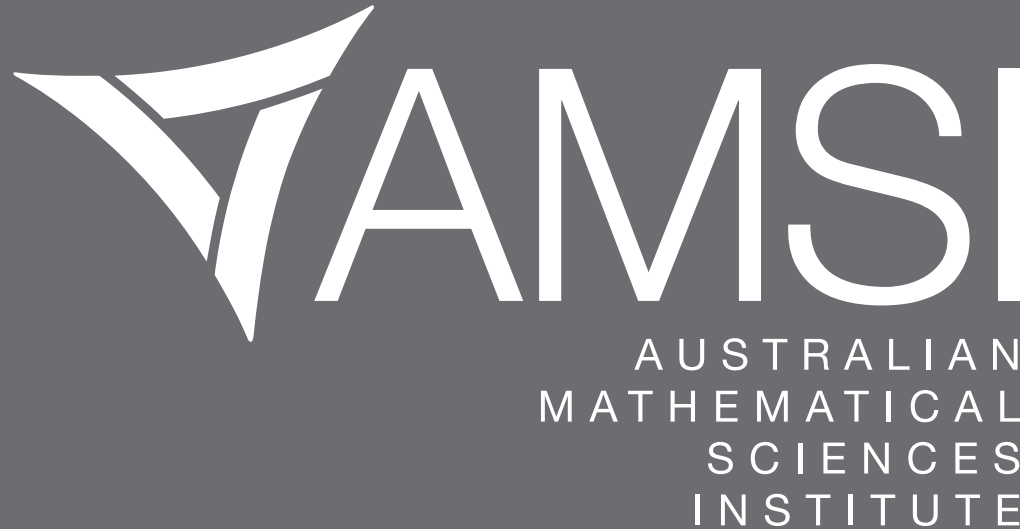


# 1.3

## REVERSE USAGE

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The examples below demonstrate the correct reverse version of the AMSI logo configurations. No other colours are permitted, unless approved by the 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.

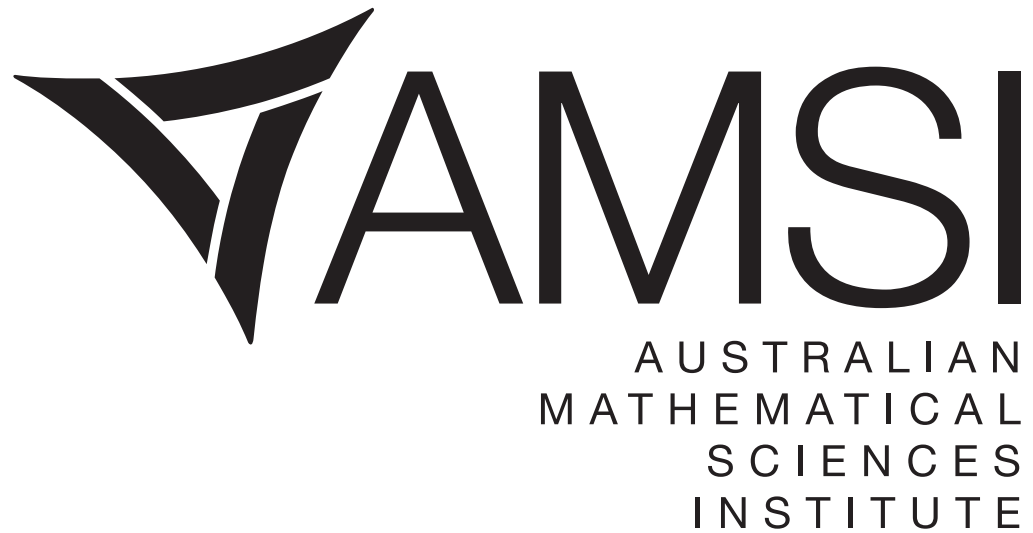


# 1.4

## MONO REPRODUCTION

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



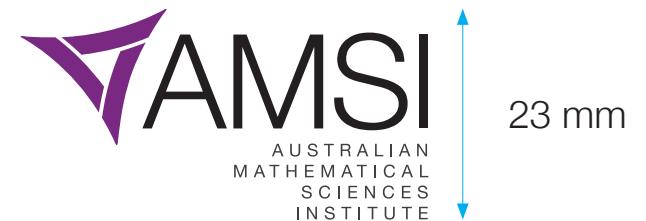
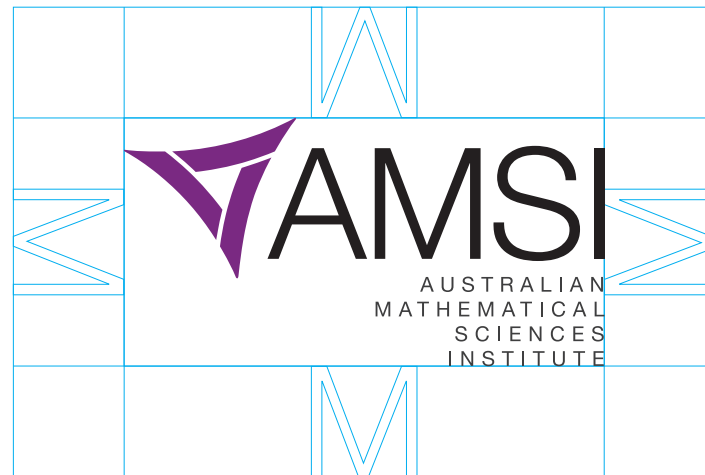
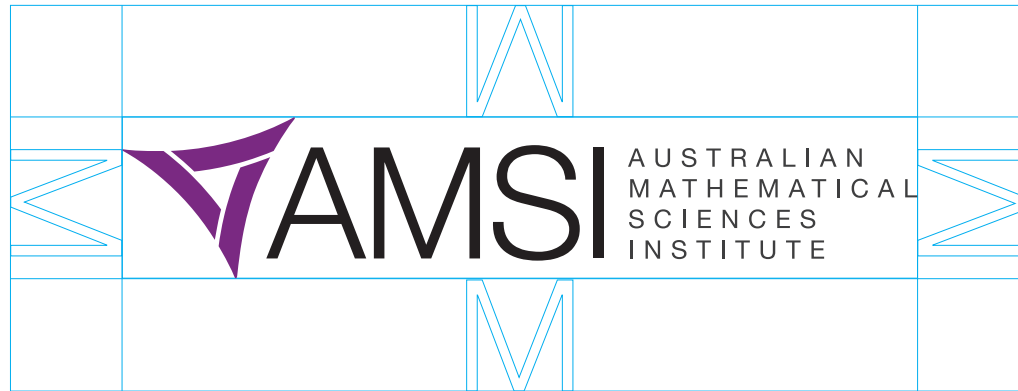
# 1.5

## CLEAR SPACE & MINIMUM SIZE

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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 AMSI logo.

Also on this page are the minimum reproducible sizes (in height) of both logo configurations.



# 1.6

## INCORRECT USAGE

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Incorrect application of the logo will impact on a consistent brand identity and message for AMSI. 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.



Do not scale logo vertically.



Do not scale logo horizontally.



Do not put a stroke on the logo



Do not use the abbreviated logo



Do not reproduce the logo in colours other than specified.



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



Do not use the logo without the shape



# 1.7

## ARTWORK DIRECTORY

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EPS (VECTOR)

PDF (VECTOR)

JPEG HR (300DPI)

JPEG LR (72DPI)

AMSI\_H\_PMS.eps  
AMSI\_H\_CMYK.eps  
AMSI\_H\_RGB.eps

AMSI\_H\_PMS.pdf  
AMSI\_H\_CMYK.pdf  
AMSI\_H\_RGB.pdf

AMSI\_H\_CMYK\_HR.jpg  
AMSI\_H\_RGB\_HR.jpg

AMSI\_H\_CMYK\_LR.jpg  
AMSI\_H\_RGB\_LR.jpg



AMSI\_BlK\_H\_CMYK.eps  
AMSI\_BlK\_H\_RGB.eps

AMSI\_BlK\_H\_CMYK.pdf  
AMSI\_BlK\_H\_RGB.pdf

AMSI\_BlK\_H\_CMYK\_HR.jpg  
AMSI\_BlK\_H\_RGB\_HR.jpg

AMSI\_BlK\_H\_CMYK\_LR.jpg  
AMSI\_BlK\_H\_RGB\_LR.jpg



AMSI\_REV\_H\_CMYK.eps  
AMSI\_REV\_H\_RGB.eps

AMSI\_REV\_H\_CMYK.pdf  
AMSI\_REV\_H\_RGB.pdf

AMSI\_REV\_H\_CMYK\_HR.jpg  
AMSI\_REV\_H\_RGB\_HR.jpg

AMSI\_REV\_H\_CMYK\_LR.jpg  
AMSI\_REV\_H\_RGB\_LR.jpg



AMSI\_V\_PMS.eps  
AMSI\_V\_CMYK.eps  
AMSI\_V\_RGB.eps

AMSI\_V\_PMS.pdf  
AMSI\_V\_CMYK.pdf  
AMSI\_V\_RGB.pdf

AMSI\_V\_CMYK\_HR.jpg  
AMSI\_V\_RGB\_HR.jpg

AMSI\_V\_CMYK\_LR.jpg  
AMSI\_V\_RGB\_LR.jpg

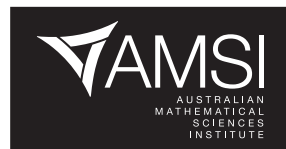


AMSI\_BlK\_V\_CMYK.eps  
AMSI\_BlK\_V\_RGB.eps

AMSI\_BlK\_V\_CMYK.pdf  
AMSI\_BlK\_V\_RGB.pdf

AMSI\_BlK\_V\_CMYK\_HR.jpg  
AMSI\_BlK\_V\_RGB\_HR.jpg

AMSI\_BlK\_V\_CMYK\_LR.jpg  
AMSI\_BlK\_V\_RGB\_LR.jpg



AMSI\_REV\_V\_CMYK.eps  
AMSI\_REV\_V\_RGB.eps

AMSI\_REV\_V\_CMYK.pdf  
AMSI\_REV\_V\_RGB.pdf

AMSI\_REV\_V\_CMYK\_HR.jpg  
AMSI\_REV\_V\_RGB\_HR.jpg

AMSI\_REV\_V\_CMYK\_LR.jpg  
AMSI\_REV\_V\_RGB\_LR.jpg



