



Style Guide

What is AMBUCS?

National AMBUCS™, Inc. is a non-profit service organization consisting of a diverse group of men & women who are dedicated to creating mobility and independence for people with disabilities.

We are proud to bring high-quality AmTryke® therapeutic tricycles at a charitable rate to those who are unable to operate a traditional bike.

These brand guidelines are designed to help us present our logo and our image in a consistent way in all communication materials we need to produce.

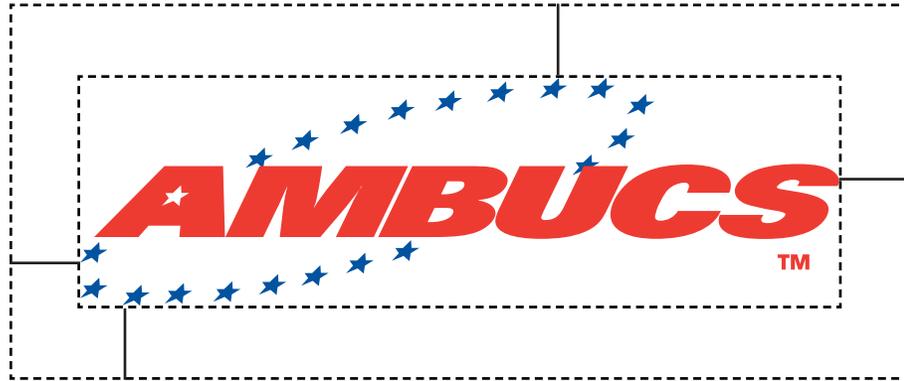
If you have any questions contact the AMBUCS Resource Center:
ambucs@ambucs.org // (800) 838-1845 x117

The AMBUCS Brand

The AMBUCS core brand message and attributes are carried through all mediums of communications through the intelligent use of color, typography, photography, and other AMBUCS brand elements. Proper usage is important to ensure the quality of the experience of every AMBUCS potential member or donor. The brand elements include: The AMBUCS logo, the AMBUCS circle of stars and typefaces.

x-height

the height of the
"AMBUCS" letters;
this distance should
be maintained as
clear space around
the logo.



The AMBUCS Logo

The AMBUCS logo is a two color type treatment. The AMBUCS logo can be used with or without the tagline.

Ideally the logo will be used on a white background for maximum impact and clarity. The logo will have a minimum of 1x-height white space around it.

In order to maintain legibility the AMBUCS logo the minimum size is 1/4", .64 centimeters, 1.5 picas, or 18 points.

Custom Chapter Logos

Want to have your own chapter version of the AMBUCS logo?
It's easy! Just email ambucs@ambucs.org



The AMBUCS Logo Colors

The color version of the logo ideally is used on a white or light neutral backgrounds for greatest impact.

RED

CMYK 0, 91, 87, 0

RGB 239, 62, 51

Web #EF3E33

BLUE

CMYK 100, 72, 0, 6

RGB 0, 83, 159

Web #00549F

Dark Backgrounds // For use on darker backgrounds please use the one color White version of the logo.

One Color - Grayscale // For better legibility and clarity please use the one color Black version of the logo.



AMIBUCS

TM

Creating Mobility and Independence For People With Disabilities

The AMBUCS Typefaces

AMBUCS Letters // Custom, Hand-made Typeface
Tagline // Arial Narrow Italic

Suggested Complimentary Font Families:
Impact, Arial

Use of Trademarks and Service Marks

Bylaws Article XVII Official Emblem, Trademarks, Service Marks

SECTION 6. AUTHORIZATION TO USE

Chapters, districts, regions, and authorized Big Hat organizations are authorized to use any of the AMBUCS™ source identifiers without prior approval in writing from the National Board of Directors, for printed matter for their own use. Examples of authorized uses include letterheads, programs, checks, envelopes, bulletins, newsletters, announcements, convention badges, and items of a similar nature. This authorization without prior written approval from the National Board of Directors is conditioned on the following:

- 1) The source identifier shall always be accompanied by the name of the chapter or other entity using the source identifier (e.g., District 5E AMBUCS™).
- 2) The source identifier shall be used, without alteration, in the form proscribed by National AMBUCS™, Inc. National AMBUCS™, Inc. shall provide, at no charge, quality camera ready art work for the AMBUCS™ source identifiers to chapters and other organizational entities.

Use of an altered form of an AMBUCS™ source identifier is prohibited unless expressly authorized in writing by the National Board or the Executive Director acting as its agent “In writing” is defined to include authorization by e-mail.

A foundation, corporation, or other organization organized and controlled by a chapter or group of chapters, or their members, may request authorization from the National Board to use an AMBUCS™ source identifier. Written authorization is required in each and every instance, and authorization, if granted, is conditioned on the accompaniment of the source identifier by the name of the sponsoring organization. Further, the National Board shall have the right to withdraw authorization for good cause.

Chapters, districts, regions, Big Hat and other elements of National AMBUCS, Inc. may not authorize the manufacture of an item bearing an AMBUCS™ source identifier without the express prior written approval, in each instance, of the National Board of Directors. Such prohibition applies to awards and trophies, except that attachment of an approved AMBUCS™ source identifier on an item being awarded an individual by a chapter is permitted providing the source identifier is obtained from National AMBUCS™, Inc. For such usage, official emblems and other source identifiers are available, at cost, from National AMBUCS™, Inc.

In considering requests for use of an AMBUCS™ source identifier, the National Board of Directors shall apply reasonable standards of propriety. The proposed use must be in good taste, creditable, dignified, of high quality craftsmanship and must be artistically and accurately reproduced.

In light of its responsibility to maintain and preserve the AMBUCS™ source identifiers for the exclusive use and benefit of all AMBUCS, and to strengthen its efforts with respect to legal position as well as the maintenance of accurate, quality reproduction, and authorized use, the Board shall establish a licensing agreement procedure for the authorization of firms and individuals to manufacture, sell, or use the AMBUCS source identifiers.

None of the AMBUCS™ source identifiers shall be printed or used in any manner on the business stationary, checks, or business cards of any person, form, or corporation (except National AMBUCS, Inc. and its member chapters that may make such use of the AMBUCS™ source identifiers).

None of the AMBUCS™ source identifiers shall be used by any person, firm, or corporation as a trademark or service mark, or to connote affiliation with National AMBUCS™, Inc. or any of its chapters, district, or regions. The words “American Business Clubs” or “AMBUCS” shall not be used by any person, firm, or corporation, as its name or brand for, or as descriptive of, any article of merchandise manufactured or sold thereunder.

The AMBUCS™ source identifiers shall not be used on or with any product which, in the opinion of the National Board of Directors, consists of or comprises immoral, deceptive or scandalous matter; or matter which may disparage or falsely suggest a connection with persons, institutions, beliefs, or national symbols, or bring them into contempt or disrepute.

SECTION 7. PROPER AND IMPROPER USES.

The use of the AMBUCS™ source identifiers is authorized:

- a. On all stationary and printed matter issued by National AMBUCS, Inc., its chapters, districts, regions, and authorized Big Hat organizations.
- b. In the official AMBUCS flag.
- c. On badges, banners, decorations, and printed matter of AMBUCS conventions and all other official

AMBUCS functions, and on furniture or furnishings of National AMBUCS, Inc. and its chapters.

d. On road signs and markers of National AMBUCS, Inc. and its chapters.

e. As a lapel button to be worn by AMBUCS.

f. On items of merchandise as approved by the National Board of Directors for manufacture by third parties.

g. On articles for personal use of or greeting from AMBUCS and their families.

The following constitutes prohibited usage of an AMBUCS™ source identifier unless express prior written approval has been obtained from the National Board of Directors:

a. As a trademark or special brand of merchandise.

b. When used in combination with any other emblem or name.

c. In connection with or in the name of any activity which is not under full control of an AMBUCS chapter, or other authorized organizational element of National AMBUCS, Inc.

d. When used on business cards, checks (except for AMBUCS' officially licensed check program), and business stationery of individual AMBUCS.

e. When used for any commercial purpose.

f. When used in connection with or to further the purpose of any political campaign.

(January 2003)

