



**Recognition,
Publication and
Visual Identity**
Guidelines



Recognition Guidelines

As a condition of AMS funding all publications, presentations, and events completed, as well as awards received, using AMS resources must acknowledge AMS' support.

AMS Acknowledgement

Associated Medical Services (AMS) is a Canadian charitable organization providing support for the history of medicine, the education of healthcare professionals and strategic investments to address critical issues in our healthcare system

www.amshealthcare.ca

AMS Logos

A variety of logo formats and sizes are available on our website at:

<http://www.ams-inc.on.ca/logo-guidelines/>

Presentations

- Use the AMS logo and name according to our guidelines.

Publication Requirements

- Fellowship, Grant and Studentship Acknowledgement

This includes all peer-reviewed, organization-published or individually published and/or distributed documents. At a minimum, the AMS acknowledgement must appear on all published or distributed documents that reference your research/work.

Event Sponsorship Requirements

- AMS Sponsorship must be acknowledged on all event materials, including but not limited to media releases, social media, event signage, program and promotional materials, online and in print. (The acknowledgement and link to the website must appear on the event program and/or event website.)
- Visual and verbal recognition must be provided at the event.

Social Media – Fellowships:

Twitter:

- Please add that you are a [@AMSHealthcare](#) Fellow to your Twitter bio.
- When tweeting about work on the topic of your fellowship tag us in the tweet
- Tag us in any announcement of a promotion or awards that you have received that can be linked to your AMS work.

LinkedIn:

- Add AMS Healthcare as an employer in your LinkedIn profile
- Add your AMS Fellowship to your headline bio

Social Media – Grants:

Twitter:

- Tag us in any announcements about the work/event that we have funded. [@AMSHealthcare](#)

Our Signature

The AMS corporate signature (logo) is a 3 colour “AMS” wordmark that is usually accompanied with our tagline “Transforming Education and Practice”.

All signatures are official marks of Associated Medical Services, Inc.

Usage and Placement

All placements of these marks must comply with our signature and sizing placement guidelines (see page 3).



PRIMARY: Gradient Word Mark & Tagline



OCCASSIONAL (AMS USE ONLY): Gradient Word Mark without Tagline



SECONDARY: Gradient Word Mark & Tagline - Horizontal

Signature **Size and Spacing**

Minimum Size

Minimum size restrictions ensure that our signature is always clearly legible. The AMS WORDMARK determines the minimum size of the signature. Minimum sizes are shown for print and interactive applications.

Clear Space

To ensure our signature stands out clearly, it must always be framed with an area of unobstructed space. For either print or web application this space must be at least the same height as the capital letters in the signature, shown in the diagrams at right as “X”.

Print Application



Web Application

