

Logos

Primary AMPATH logo versions



Color logo with English tagline
(CMYK, RGB or 4-color PMS)



Color logo, no tagline
(CMYK, RGB or 3-color PMS)



Color logo, AMPATH/MAPAS
(for use in AMPATH México only;
CMYK, RGB or 4-color PMS)



1-color logo
(PMS 293)



Black logo
(Grayscale or RGB)



White/reversed logo
(Grayscale or RGB)

Logos with global or country labels
(available in all color formats)



Note: horizontal versions of the global and country logos are available when space dictates, but stacked versions are preferred, as shown above.

Which color logo to use for printing



Use the full color CMYK .ai or .eps logo when digitally printing or professionally offset printing in CMYK. (i.e. printing brochures, newsletters, etc.)

Shown above:
AMPATH_Logo_Color_CMYK.ai
AMPATH_Ghana_Logo_Color_CMYK.ai



Use the 3-color PMS .ai or .eps logo for offset or screen printing ONLY when limited to spot PMS colors. (i.e. printing business cards, screen printing t-shirts, etc.)

Shown above:
AMPATH_Logo_3C_PMS.ai
AMPATH_Ghana_Logo_3C_PMS.ai



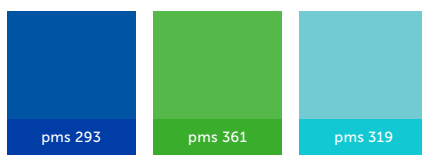
Use the 1- or 2-color PMS .ai or .eps logo when professionally offset printing ONLY when limited to 1 or 2 spot PMS colors. (i.e. printing envelopes)

Shown above:
AMPATH_Logo_1C_PMS.ai
AMPATH_Ghana_Logo_2C_PMS.ai

Which file format to use

FILE TYPE	.AI OR .EPS	.JPG	.PNG
IMAGE FORMAT	vector	raster	raster
PROPERTIES	Can be enlarged to any size without losing quality	Compressed, small file size	Smallest file size, transparent background
USE	Professionally printed pieces, Adobe software	PowerPoint, Word, Excel or on the web	PowerPoint, Word, Excel or on the web

Primary colors in logos, typography



cmyk
100 73 0 2
rgb
0 85 165
hex
#0055a5
pms
293 c

cmyk
69 0 100 0
rgb
80 185 72
hex
#50b948
pms
361 c

cmyk
52 0 19 0
rgb
112 203 210
hex
#70cbd2
pms
319 c

Neutral accents



cmyk
0 0 0 100
rgb
35 31 32
hex
#231f20

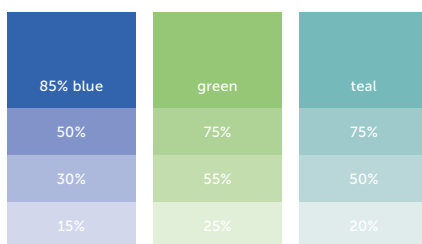
cmyk
65 55 50 50
rgb
63 67 71
hex
#3f4347

cmyk
65 55 50 25
rgb
89 92 97
hex
#595c61

cmyk
27 22 22 0
rgb
186 186 186
hex
#bababa

cmyk
0 0 0 10
rgb
230 231 232
hex
#e6e7e8

Tints for large floods of color



cmyk
85 62 0 2
rgb
52 103 173
hex
#3467ad

cmyk
45 2 70 0
rgb
136 191 104
hex
#88bf68

cmyk
54 10 27 0
rgb
119 185 186
hex
#77b9ba

Typography

Good Headline Pro Condensed

Medium weight – print or web headlines, subheads, pull quotes, calls to action

Start with care.
Then do more.

300+ CARE SITES

ampathkenya.org

Museo Sans

300, 500, 700 weights – print body copy

Lorem ipsum dolor sit amet. Aximolum aut que odiatet il imet hil moluptas doluptatis quoditasped.

Libre Franklin

300, 400, 600 weights – web body copy

Lorem ipsum dolor sit amet. Aximolum aut que odiatet il imet hil moluptas doluptatis quoditasped.

Impact & Tahoma

Microsoft-safe alternatives for Good Headline Pro Condensed & Museo Sans when needed

Calibri & Arial

Microsoft-safe fonts to complement the logo – for business communications