



## COMPANY LOGO USAGE GUIDELINES V1-0325

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## 1. Introduction

- 1.1. The Asbestos Management Institute (AMI) has established the following guidelines for the use of AMI logos by companies that employ AMI members. These guidelines ensure consistent and appropriate representation of the AMI brand while providing value to companies with AMI-certified professionals.

## 2. Eligibility

- 2.1. To qualify for AMI logo usage, companies must:
  - Employ a minimum of two (2) active AMI members
  - Ensure all AMI members are in good standing with current membership
  - Adhere to all AMI professional standards and code of ethics

## 3. Authorised Logo Usage

- 3.1. Companies meeting the eligibility requirements may use the AMI logo on the following materials:
  - Company websites
  - Business cards
  - Corporate letterhead
  - Email signatures
  - Marketing brochures and materials
  - Vehicle signage
  - Staff uniforms and workwear

## 4. Logo Usage Restrictions

- 4.1 When using the AMI logo, companies must:
  - Display the logo in its original form without alterations to proportions, colors, or text
  - Maintain sufficient clear space around the logo (minimum of logo height/width on all sides)
  - Not use the logo in a way that implies AMI endorsement of specific products or services
  - Ensure the AMI logo is not the dominant brand element in any materials
  - Immediately cease using the logo if membership requirements are no longer met

## 5. Quality Control

- 5.1 AMI reserves the right to:
  - Request changes to any implementation deemed inappropriate or inconsistent with these guidelines
  - Revoke permission for logo usage in cases of misuse or non-compliance with AMI standards

## 6. Logo Formats

6.1. The AMI logo is available in the following formats:

- .eps
- .jpg
- .pdf
- .png

6.2. The AMI logo is available in the following designs:



## 7. Contact

7.1. For questions regarding these guidelines or to report potential misuse, please contact AMI at [info@ami.uk.com](mailto:info@ami.uk.com)

**By using the AMI logo, companies acknowledge they have read and agree to comply with these guidelines.**