

AMERICAN MOUNTAIN GUIDES ASSOCIATION LOGO USE POLICY (REVISED FEBRUARY 2014)

WHY DO WE NEED BRANDING GUIDELINES?

The American Mountain Guides Association (AMGA) is committed to developing our brand and communication, and to strengthening our image and identity in the marketplace. A strong organizational identity is vital because that is what the public recognizes. The aim of AMGA logos is to enhance credibility for our members, preserve the integrity of the brand, and heighten awareness of the AMGA and our mission.

AMGA's trademark, trade names and services are valuable assets. In following these guidelines, you help protect and strengthen the brand identity of the AMGA and certified members and accredited businesses. The AMGA logos are designed to enhance the AMGA's organizational identity and shape the perception and understanding of the guided public. The AMGA Logo Use Policy is a guide to how all AMGA logos must be used. The logo use policy will help us produce materials the public recognizes as distinctly AMGA.

In this document, you will find the policy and guidelines for the AMGA:

- MASTER BRAND LOGO
- ACCREDITED BUSINESS LOGO
- DISCIPLINE SPECIFIC LOGOS
- EMAIL SIGNATURES WITH MASTER BRAND LOGO
- SUPPORTER LOGOS
- DEFINITION OF TERMS FOR TRAINING AND CERTIFICATION LEVELS
- FAILURE TO ADHERE TO THESE GUIDELINES

MASTER BRAND LOGO

FOR THE AMGA, ITS CORPORATE PARTNERS, AND APPROVED INDUSTRY AFFILIATES



The Master Brand logo pictured in the two variations above is property of the American Mountain Guides Association (AMGA) and is not allowed to be used by any individual, that is not a Corporate Partner or Approved Industry Affiliate.

The Master Brand logo is **NOT FOR PUBLIC USE**, meaning that NO member, supporter, guide service or educational institution may use the pictured logo without expressed written permission from the AMGA Executive Director. Unauthorized use of the AMGA Master Brand logo may constitute trademark infringement in violation of federal and state laws. Use of AMGA Master trademark is prohibited, unless expressly authorized.

ACCREDITED BUSINESS LOGOS FOR ACCREDITED BUSINESSES

The Accreditation logo comes in the versions pictured below, which identify specific credential of a business.



AUTHORIZED USERS

- AMGA Accredited Businesses

UNACCEPTABLE USES

It is unacceptable to condense, extend, skew, distort, manipulate, modify or redraw the logo in any way. Use of the Accredited Business logo shall not mislead the public in any way.

COLOR AND STYLE

The AMGA Accredited Business logo may not be modified or changed in any way. The primary colors for our logo are Pantone 419 (black), Pantone 7417C (red), Pantone 11-601TXC (white), and Pantone 7709C (blue). This is the required color combination and should be used for the color logo. It is acceptable to use the Pantone 419 (black) and 11-0601 TXC (white) logo when technical or budgetary limitations prevent use of the colored version. The name "American Mountain Guides Association" should be in a Futura typeface.



DISCIPLINE SPECIFIC LOGOS FOR CERTIFIED INDIVIDUALS

Discipline specific logos come in the versions pictured below, which identify specific credential(s) of an individual.

AMERICAN MOUNTAIN GUIDE/IFMGA GUIDE LOGO



CERTIFIED GUIDE LOGOS



INSTRUCTOR LOGOS



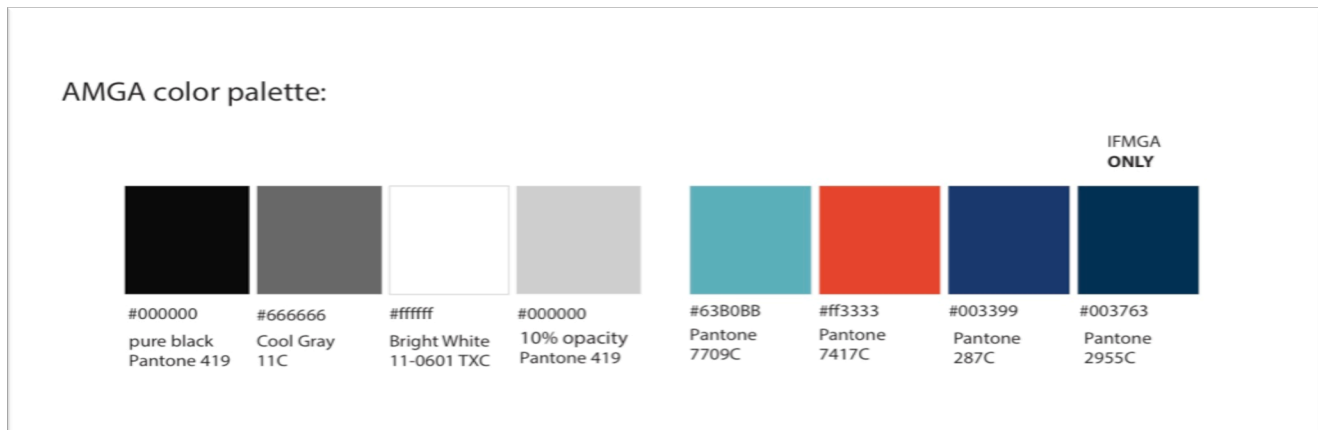
ACCEPTABLE USE

Discipline specific logos may be used within the following guidelines:

- All discipline specific logos must be used in an unaltered state.
- Only current, credentialed members who are in good standing, are permitted to use the discipline specific logos that correspond with the level of certification held by individuals.
- Discipline specific logos may be reproduced in print or electronically.
- Discipline specific patches are available through the AMGA Offices and are not to be reproduced by individual or entity.
- Discipline specific logos should not be used in any way that could mislead the general public.
- Only certified American Mountain Guides (AMGA/IFMGA Mountain Guides) may use the American Mountain Guide logo or the words "Mountain Guide" in association with the AMGA name or acronym.
- Only certified Alpine Guides may use the AMGA Alpine Guide logo or the words "Alpine Guide" in association with the AMGA name or acronym.
- Only certified Ski Guides may use the AMGA Ski Guide logo or the words "Ski Guide" in association with the AMGA name or acronym.
- Only certified Rock Guides may use the AMGA Rock Guide logo or the words "Rock Guide" in association with the AMGA name or acronym.
- Only certified Rock Instructors may use the AMGA Rock Instructor logo or the words "Rock Instructor" in association with the AMGA name or acronym.
- Only certified Single Pitch Instructors may use the Single Pitch Instructor logo or the words "Single Pitch Instructor" in association with the AMGA name or acronym.
- Only certified Climbing Wall Instructors may use the Climbing Wall Instructor logo or the words "Climbing Wall Instructor" in association with the AMGA name or acronym.

COLOR AND STYLE

The approved color palette for the logos is pictured below:



- American Mountain Guides may use the black & white, or the “IFMGA only” navy color (#003763), version of the American Mountain Guide logo with Futura type font.
- Alpine Guides may use the black & white, or the ice blue color (#63B0BB) version of the Alpine Guide logo with Futura type font only.
- Ski Guides may use the black & white, or the light navy blue color (#003399), version of the Ski Guide logo with Futura type font only.
- Rock Guides may use the black & white, or the light red color (#ff3333), version of the Rock Guide logo with Futura type font only.
- Rock Instructors, Single-Pitch Instructors, Climbing Wall Instructor (Top Rope), and Climbing Wall Instructors (Lead) may only use the black & white version logo of their respective certification.

E-MAIL SIGNATURES

There are a variety of logoed e-mail signatures for members who would like to use the AMGA master brand logo with their respective certification specific logo(s). The approved e-mail signatures for members are pictured below.

ACCEPTABLE USE

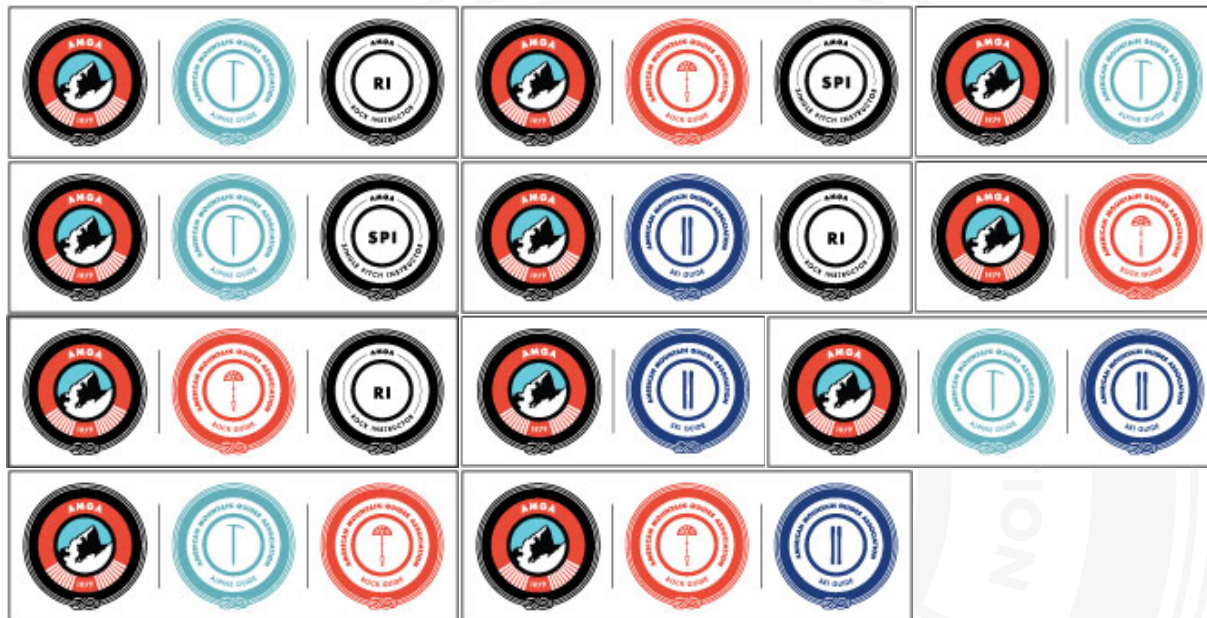
Email Signature logos may be used within the following guidelines:

- All Email Signatures must be used in an unaltered state.
- Use of Email signatures is restricted to print on business cards or electronically on bio page or email signature.
- The maximum pixel size of these signatures must be as follows: 2 logos - 169x85, 3 logos - 250x85, 4 logos 334x85, and 5 logos - 418x85.
- Only current, credentialed members who are in good standing, are permitted to use the email signature that correspond with the level of certification held by individuals.
- Email signatures should not be used in any way that could mislead the general public.

FOR INSTRUCTOR MEMBERS



FOR INSTRUCTOR AND/OR CERTIFIED GUIDE MEMBERS



AMERICAN MOUNTAIN GUIDE/IFMGA GUIDES



SUPPORTER LOGO FOR PAYING SUPPORTERS OF THE AMGA

The Supporter logo comes in the versions pictured below.



ACCEPTABLE USE

The Supporter logos are property of the American Mountain Guides Association and may only be used in an unaltered state with permission from the AMGA. The only sanctioned American Mountain Guides Association Supporter logos that can be used are the ones pictured and all other logo uses are prohibited.

Permission to use the Supporter logo is granted to the individuals and entities who are not actively working as guides, have not taken or enrolled in an AMGA program, who believe in the mission of the AMGA and who have joined the organization at the supporter level.

The Supporter logo is provided in Adobe Illustrator EPS (vector), Adobe Photoshop JPG, and PNG file formats. The supporter logo may be reproduced on print media, electronic media and social media. The AMGA is the only entity permitted to reproduce the Supporter logo on textile and use in published media.

AUTHORIZED USERS

The use of, promotion of the Supporter logo is granted to the following:

- AMGA Supporters

UNACCEPTABLE USES

It is unacceptable to condense, extend, skew, distort, manipulate, modify or redraw the logo in any way. Use of the Supporter logo shall not mislead the public in any way.

COLOR AND STYLE

Pictured are the color variations in which our Supporter logo can be produced.

The primary colors for our logo are Pantone 419 (black), Pantone 7417C (red), Pantone 11-601TxC (white) and Pantone 7709C (blue). This is the required color combination and should be used for the color logo. It is acceptable to use the Pantone 419 (black) and 11-0601 TxC (white) logo, when technical or budgetary limitations prevent use of the colored version.

DEFINITION OF TERMS FOR TRAINING AND CERTIFICATION LEVELS

The following nomenclature is a way to appropriately represent yourself with your level of training and/or certification. These can be used in write-ups about yourself or e-mail signatures. Terms are NOT to be used in conjunction with AMGA trademarks.

- **Instructor**: An individual who has passed the Climbing Wall Instructor, Single Pitch Instructor Assessment or Rock Instructor Exam.
 - Example: An individual who has passed the Climbing Wall Instructor assessment is a Climbing Wall Instructor.
 - Example: An individual who has passed the Single Pitch Instructor assessment is a Single Pitch Instructor.
 - Example: An individual who has passed the Rock Instructor Exam is a Rock Instructor.
- **Apprentice Guide**: An individual who has taken one of the first level courses (Alpine Skills Course, Rock Guide Course, Alpine Guide Course, and Ski Guide Course).
 - Example: An individual who has successfully completed the Ski Guides Course is an Apprentice Ski Guide.
- **Assistant Guide**: An individual who has passed the exam component of an advanced level course.
 - Example an individual who has passed the Advanced Rock Guide Course and Aspirant Exam is an Assistant Rock Guide.
- **Aspirant Mountain Guide**: An individual who has passed the Aspirant Exam component of all three advanced level courses.
 - Example: an individual who has passed the Rock, Alpine and Ski Aspirant Exams is an Aspirant Mountain Guide.
- **Certified Guide**: An individual who has passed a full exam.
 - Example: an individual who has passed their Alpine Exam is an Alpine Guide.
 - Example: an individual who has passed their Rock Exam, Alpine Aspirant Exam and Ski Guide Course is a Rock Guide/Assistant Alpine Guide/Apprentice Ski Guide.
- **American Mountain Guide/IFMGA Guide**: Any guide who has passed all three AMGA guide level exams is an American Mountain Guide.

FAILURE TO ADHERE TO LOGO USE AND NOMENCLATURE POLICY

Those in violation of the AMGA Logo Use Policy will be given 30 days to rectify and remove any unauthorized use of the AMGA logos, names, or acronym, as well as, misleading text from any and all advertising. The AMGA office will notify the individual, partner, or industry affiliate via email or mail stating what must be done to rectify the situation.

Failure to comply with the AMGA Brand Use Policy and directives from the AMGA office or Board of Directors within 30 days of receiving notification may result in the loss of membership, credential, Accreditation, or may result in legal action. The AMGA takes the logo use policy very seriously and necessary precautions and actions will be taken to protect the AMGA trademarks and brand.