

BRAND GUIDELINES





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AMOPPORTUNITIES EMPOWERS INTERNATIONAL STUDENTS AND PHYSICIANS TO LIVE THE AMERICAN DREAM. WORKING ANYWHERE, LEARNING ANYWHERE, AND TRAINING ANYWHERE ARE HUMAN RIGHTS.

Our Story

In 2008, AMO's co-founder Kyle Swinsky, a University of Wisconsin-Madison pre-medical student at the time, created his school's Premedical Chapter of the American Medical Student Association, an exchange program for international medical students at the school. The program grew into the campus's largest premedical organization, still existing today. Kyle eventually moved on to lead the program and, in 2013, quickly spearheaded the world's largest gathering of international medical students in Washington D.C.

During that same time, AMO co-founder Ben Bradley, a pre-law student, also had his mind on international problem solving. He spent his time working on a project with a global non-profit and interning with the state government. His academic excellence eventually led to him attending Northwestern Law for his JD/MBA.

Their paths crossed in the winter of 2012, when Kyle and Ben met at the end of their pre-professional years. It was in this winter semester of constant foreign relations discourse that they together discovered their grand vision. Their passion for solving global problems created the basis for AMOopportunities.

To become a U.S. physician, international medical students need U.S. clinical experience. With 27 percent of the

U.S. physician workforce internationally trained, and an impending global healthcare shortage, the need for a company that connected these students with rotations was clear. A solution became apparent.

Combining Ben and Kyle's international experience, the two founded AMOopportunities in early 2013 to create a network for international medical students and graduates to obtain the U.S. clinical experience they need.

The company grew quickly, going from zero to 1,000 students hosted in two years. The need was there.

Eventually, the two expanded to their first two hires—a chief revenue officer and chief technology officer. Together, the two built customer processes and technology from the ground up, which included AMO's first-in-industry clinical rotations marketplace. This model is still used today.

In the fall of 2017, the AMOopportunities founding team won the University of Chicago's New Venture Challenge (NVC), a competition whose winners include companies that later reached \$1B in value. The win was based on the scale of the global healthcare shortage and ability for AMO to solve this problem. NVC catalyzed AMO's new focus to rapidly grow the business with a seed investment

round and, most importantly, scale the impact of AMO's solution. AMO learned together as a company and went to 25 employees. As the company grew, there remained a focus on improving the AMO marketplace to ensure access to U.S. clinical education was provided to international medical trainees, however, supply was still the bottleneck problem.

Shortly thereafter, AMOopportunities raised a Series A investment round in 2018 with the University of Chicago endowment and Dreamit Ventures participating. Dreamit's healthcare accelerator coached AMO to build a new sales process that solved the supply problem.

Meanwhile, the technology and operations team focused on taking our marketplace to a platform that enabled clinical training. The shift involved empowering schools and hospitals, rather than students and AMO, to increase clinical training capacity.

Since the company's founding, AMOopportunities has helped more than 3,200 international medical students and graduates find clinical rotations in the U.S., connected with numerous medical schools, and partnered with 250+ hospitals and clinics. AMOopportunities continues to empower students, graduates, and physicians globally in their medical journey.

Our Values

We are committed to providing visitors, preceptors, and partners the best experience possible. We take these values to heart and implement them externally and within the AMO team.



ACCOUNTABILITY



COLLABORATION



COMMUNICATION



CURIOSITY



HONESTY



INCLUSIVITY



LIFE-LONG
LEARNING



STRATEGIC
INNOVATION

Our Culture

BE A GLOBAL CITIZEN

We embrace cultural differences, support diversity, and work better together.

THINK GLOBAL, ACT LOCAL

We strive to change the world with every action we take—big or small.

INSPIRE LEARNING

We experiment and explore, building a culture of lifelong learning.

TAKE OWNERSHIP

We own our roles, take the initiative to succeed, and acknowledge failure as learning.

EVERYONE IS A BUILDER

We build together, take risks together, and think big together.

OPEN DOORS, OPEN MIND

We connect through honest communication.

SUPPORT THE JOURNEY

We become a part of everyone's American dream, empowering others to succeed.

SERIOUS WORK, SERIOUS FUN

We solve real-world problems with joy and optimism.



Our Promise

A CLINICAL EXPERIENCE PROVIDER YOU CAN DEPEND ON



AMO visitors, preceptors, and partners are our number one priority. We strive to deliver the best experience with every interaction. We promise to be a service that can truly be depended on; we will be supportive and helpful throughout every step of their AMO journey. Whether a student or graduate, a hospital or provider, or a school, our team provides only the best service.

Our AMO Visitor Experience Coaches work with AMO visitors to provide guidance and support, ensuring the clinical experience is as comfortable and smooth as possible. Our Program Coordinators work behind the scenes to ensure physicians and rotation sites have everything they need to host AMO visitors. We do this and much more so that we can uphold our promise to be a clinical experience provider medical trainees and students can trust.



VISUAL LANGUAGE & VERBAL DESIGN

Primary Logo



AM OPPORTUNITIES

MINIMUM SIZE

The smallest logo should be at least 1/2" tall



The AM Opportunities primary logo consists of our circular symbol and wordmark. Our logo is the backbone of our visual identity—it's simple, yet serious. The wordmark provides a guideline for the rest of our typography and the symbol sets the groundwork for other visual design elements used within company communication materials.

When the logo is used in conjunction with the company name, the two elements should have 30 pixels of spacing between them. These two elements should never be taken separately and then paired together—our primary logo should always be taken as one unit from its original file.

Secondary Logos

Along with our primary logo, we have two secondary logos: our stacked logo and our symbol.

Our stacked logo is used sparingly in communication materials when space is limited and must be conserved.

The AMOpportunities symbol can stand alone to represent the brand. Depending on the context, such as in presentations or posters where the AMO brand is clear and already established, the symbol may be enlarged or cut off along the top and bottom.

STACKED LOGO



SYMBOL

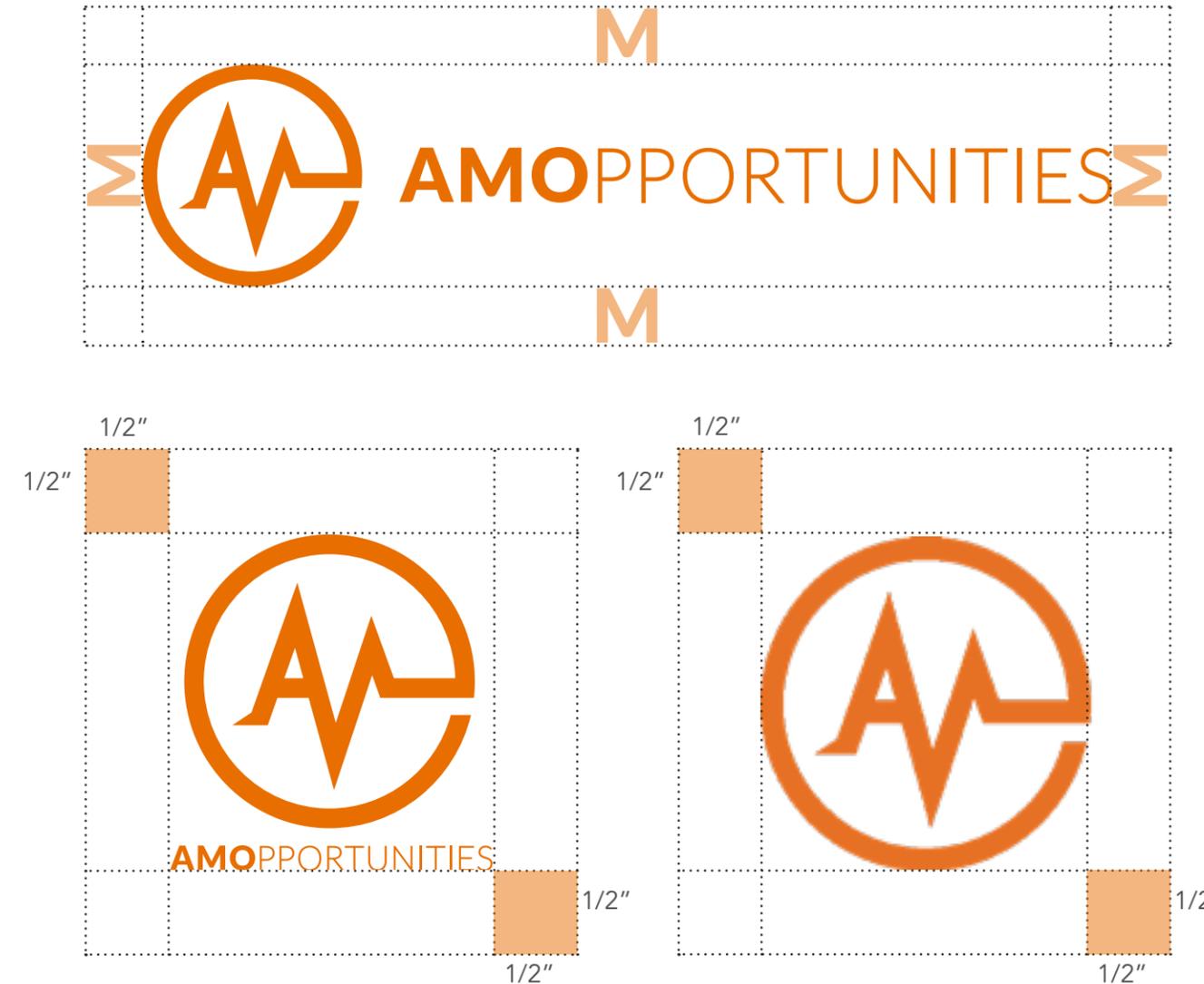


Exclusion Zones

How we use our logo is of vital importance to us; there should be space between it and other surrounding elements.

For our main logo, the minimum exclusion zone size is defined by the height of the "M." This ensures our logo stands out in our marketing materials.

For our stacked logo, as well as the symbol, the exclusion zone is defined as 1/4 of its height. Therefore, if the logo is 2" (two inches) tall, as shown here, the exclusion zone would be 1/2" (half an inch) on all sides.



Logo Color Usage

The logo and/or name may be orange (#e86e00) or white (#ffffff). If white, this element overlays an orange, gray, teal, or transparent background. If orange, this element overlays a white or transparent background. If you would like to use a different background color that is not an AMO brand color, please contact marketing prior to usage.

If only the symbol is being used to represent the brand, the white version can be used with a transparency effect depending on the background. Transparency of the symbol should not be less than 60% and should not be more than 80%. Below is an example of this usage.



Photo Background

There are a couple ways that our logo can be used on photographic backgrounds. Each usage should be evaluated on a case-by-case basis, taking care that the logo is not obstructed or distorted by the image behind it.

In all cases, only the solid orange or white logos must be used.

LOGO-ON-PHOTO TIPS

1. Photos with shallow depths of field work best.
2. Avoid busy images with too much detail or too many color variations.
3. Applying a darker transparent overlay on a image is acceptable only in cases where the logo is illegible without it.

Logo Misuse

Our logo has been carefully designed. Its look, feel, and usage are what distinguishes our company. We love our logo, and we want to respect it in all our communications materials.

Some rules and regulations are in place to preserve the integrity of our brand. Please do not rotate, distort, or change the color of the logo in any way beyond what is outlined on the previous pages.

Displayed are a few examples of what NOT to do with our logo.

All logos are available to download on our [Resources webpage](#).



Do not rotate the logo.



Do not disproportionately squash or stretch the logo.



Do not use just the symbol and shortened company name.



Do not rearrange any part of the logo. Only use either the horizontal version, stacked version, or just the symbol.



Do not resize any singular part of the logo without proportionately resizing the rest of it.



Do not change the logo color or tone outside of the AMO orange or white.



Do not use the logo in two different colors.



Do not change the typeface, nor attempt to recreate the symbol or icon in any way.



Do not apply drop shadows or any other special effects to the logo.



Do not place text or other elements within the exclusion zone of the logo.



Do not use the orange logo on a colored background that is not white or translucent.



Do not contain the logo in a box when used on a background.

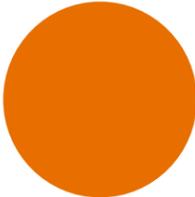


Color Palette

Our brand colors help create a cohesive look and feel on all of our marketing materials. We rely on the use of color to set us apart.

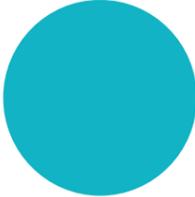
Our color palette consists of two bright and fun colors and three more serious, smart colors. We often pair one of the bright colors with one or more of the serious colors. The orange and the teal colors may be used together sparingly, so as not to overwhelm the audience.

Colors can also be used at varying levels of tint and/or opacity. Make sure the usage is tasteful and does not distract from our message or tone.



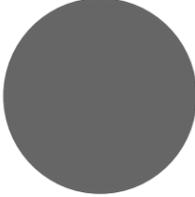
AMO ORANGE

CMYK: 5, 69, 100, 0
RGB: 232, 110, 0
Hex: #e86e00



AMO TEAL

CMYK: 73, 6, 23, 0
RGB: 17, 179, 196
Hex: #11b3c4



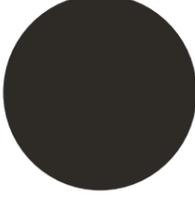
AMO GREY

CMYK: 60, 51, 51, 20
RGB: 102, 102, 102
Hex: #666666



AMO WARM GREY

CMYK: 4, 2, 2, 0
RGB: 242, 243, 244
Hex: #f2f3f4



AMO CHARCOAL

CMYK: 66, 64, 67, 67
RGB: 46, 42, 38
Hex: #2e2a26

Typography

Our typography is at the core of who we are. In all of our materials, collateral, and marketing assets, we use variations of the font family Avenir LT Std.

Avenir LT Std is a geometric sans-serif typeface that portrays a sense of seriousness and professionalism. The typeface has a robust family of weights and styles to be used for any occasion. Our use of one font family helps us create a nice, cohesive feel in all of our brand materials.

Although Avenir LT Std is used throughout almost all of our marketing materials, the font Helvetica is typically used in Hubspot emails as well as business emails sent from Outlook. Furthermore, in other platforms or programs where Avenir LT Std is not available, Helvetica may be used as an alternative.

Avenir LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

95 Black

85 Heavy

65 Medium

55 Roman

45 Book

35 Light

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline Text

Font: Avenir LT Std. 95 Black or 85 Heavy

Size: No size restrictions, make sure to maintain contrast to clarify hierarchy

Leading: Auto leading is fine to use, be ready to make adjustments if the type looks optically incorrect

Tracking: 0em

Body Copy

Font: Avenir LT Std. 45 Book or 35 Light

Size: No size restrictions, make sure to maintain contrast to clarify hierarchy

Leading: Auto leading is fine to use, be ready to make adjustments if the type looks optically incorrect

Tracking: 0em

EXAMPLE

Avenir LT Std - 35 Light
Size: 11pt
Leading: 15pt

Everumet, venihiliquis moluptata ditemquunt, sundes alis quis cone pelibus. Ficimodi alitat et eum saecto odit veniet aut quuntem aut apiti consedi tatur?

Aspit dolupta vel earchitio quis cum is simaion cone pro commolenes es dis ullores quatur ationse nditatu rionsequi cum est, et, simet as elecus volorem est, susam veligent fugitae molupta ssequiae. Consed mi, od que nis si alisciae mos et latus dolupta tatio. Et ut libearuptas solores equate sum faciistibus alit, sam, nihil iunt et harcium ipis non cuptaestios mod ut audisci llendunt qui consecest fuga.

IMPORTANT NOTE

While these rules are in place for a reason, there are always times and places when we can be flexible and offer creative revisions that veer from these guidelines. Other headline fonts could be used, for example using Helvetica in emails; however, maintaining legibility, clarity, and brand tone is always the key objective.

More information on the usage of Helvetica in emails can be found on page 32.

Photography

VISITOR PHOTOS

Photography is an extremely important part of the AMO marketing voice. Our photo selections help share the AMO story and show our potential visitors, preceptors, and partners our goals and purpose. Photos also create engaging content for current and past visitors to enjoy.

In general, we try to use as many photos of our own visitors, preceptors, and hospitals as we can. We conduct our own photo shoots and receive images via our Photo and Blog Contest submissions. We also receive photos from past visitors through our AMO Ambassador program.



Questions to Consider

1. Does a real visitor photo exist that could be used instead?
2. Does the stock photo contribute to the overall tone of the material in a way that a visitor photo would not?

If the answer to question one is "no" and the answer to question two is "yes," then the stock photo is a good choice and can be used.

STOCK PHOTOS

We try to use as many real visitor photos as possible. Doing so shows brand authenticity and encourages trust. Because we are not able to take action shots of visitors, and photos submitted by individuals are often low quality, stock images can be used.

TIPS

1. Try to use stock photos more for action shots than anything else.
2. Avoid overly cheesy or posed stock photos.

Iconography

Our icons speak for our brand when our photos cannot. They are sleek so as to avoid overpowering the material they complement. They represent specialties in the medical field and other concepts that don't warrant a photo.

We have multiple icon packs, including medical and healthcare, infirmiry, international travel, global, resume, finance, and startup business icons.

Our icons are either black, white, orange, or teal, and have a line-art style, with similar line-weight to each one. On white backgrounds, white icons should have a circle in the background that is either AMO teal or AMO orange. Our icons can also be used in color on white or light grey backgrounds—either AMO teal or AMO orange. Please find examples on the right.

CREATING/FINDING NEW ICONS

Even with our vast icon packs, there may come a time when none of them fit the concept you are going for. At this point, it is time to find or create a new icon. Icons should be line-art only—no filled-in illustrations. They should also always stay white outlined. If used on a white background, icons should always have either an AMO teal or AMO orange circle in the background to make it visible.

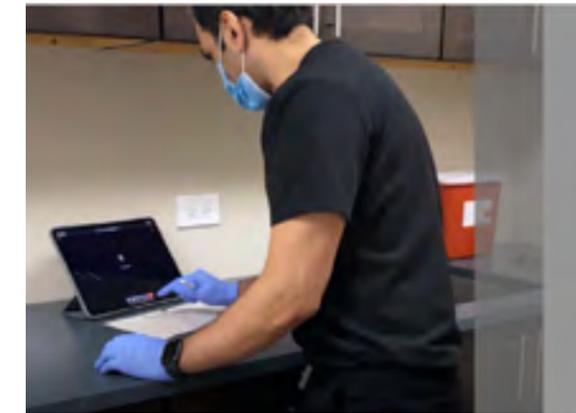


Design Elements



HEARTBEAT MEASUREMENT

Heartbeat lines are used throughout our social and print collateral as accent elements that echo our logo. This element should be used in white on colored backgrounds, and in either AMO teal or AMO orange on white or grey backgrounds.



GRAY PHOTO OVERLAP

In some collateral, like presentation decks, an opaque gray bar is used to overlap photos and other color bars as a design element.

The bar should be the AMO grey color (#666666) and opacity should not be less than 70% or more than 80%.

Some design elements are repeatedly used to accentuate our look and feel as a brand. These elements are meant to be used sparingly and should not be the main element on our collateral.



CIRCLES

Circles are used often, whether as a color block, a photo frame, or shaped into other icons, like an arrow (shown above). These elements may be used in any color, but generally are white, AMO orange, or AMO teal. Other colors may be used depending on the style of the collateral and the discretion of the designer.

Editorial Guide

tone and voice

The AMO opportunities voice is informative, approachable, and supportive. Our content should reflect this. Additional sources and citations should be included to show trust and a genuine appreciation for the goals of AMO visitors and institutional partners.

The brand's tone can shift based on the audience and platform. Content and interactions with potential AMO visitors can be friendly and laid-back with an emphasis on providing knowledge and support. Content for institutional partners and preceptors should be formal and confident.

To keep content engaging, active voice should be used. Second-person 'you' may be used on specific platforms (e.g., emails, social, blog), whereas third-person should be used on others (e.g. program descriptions, B2C content).

terminology

AMO has its own terminology for the services we provide and the visitors that we host.

AMO Visitors/ Visitors

Medical trainees who are participating in or have participated in an AMO clinical experience are called AMO visitors or visitors on all B2C collateral but may be referred to as students or customers on B2B collateral. Visitors who are participating in or have participated in virtual AMO clinical experiences may be called virtual AMO visitors or just visitors.

Clinical Experiences vs. Rotations

Clinical experiences should be used in most cases. Rotations can replace this term to save space or for stylistic reasons.

Letters of recommendation vs. LoR

The full spelling should be used to introduce the term with the abbreviation in subsequent uses.

Preceptors

Physicians that host AMO visitors for clinical experiences are called preceptors. They may also be referred to as hosts or physicians but not precepting physicians.

Virtual Clinical Experiences

Clinical experiences that take place online are called virtual clinical experiences. They fall into one of two categories: patient care-focused or education/research-focused. Experiences with flexible scheduling are called flexible virtual clinical experiences.

For more information on terms and their usage, check out our [Writing Style Guide](#)

formatting and punctuation

Style

Written content should follow AP Style. For AP Style guidelines, please review [their book](#).

Capitalization

Content should be sentence case or title case when used as a heading. All caps text should be avoided unless used as a design element.

Medical specialties should not be capitalized unless included in a heading using title case.

Official medical organizations, tests, and processes should be capitalized; examples include the USMLE Steps (USMLE Step 1, USMLE Step 2 CK, USMLE Step 2 CS, USMLE Step 3), National Resident Matching Program, and the Match.

Formal titles should be capitalized when they come before a person's name (e.g., AMO opportunities Chief Executive Officer Kyle Swinsky). When it does not come before a name, a title should be lowercase (e.g., Kyle Swinsky, chief executive officer, AMO opportunities).

AMO Coaches and AMO Advisors should be capitalized when referring to more than one coach or advisor. When these terms stand alone, they should be lowercase (e.g., an AMO advisor, an AMO coach).

Citations, Links and Sources

When citing sources on the blog, website, or in emails, sources should always be cited with text hyperlinked. The hyperlinked text should be underlined and may be color-coordinated with the primary color selection of the asset.

If including a website in written content, "https" should be omitted. Websites should appear like this: www.amopportunities.org, not like this: <https://www.amopportunities.org>.

When including additional information, use the term, e.g., to represent 'for example' and, i.e., in place of 'that is' or 'in other words.'

Dashes and Hyphens

Hyphens should only be used when they're modifying something like in the two- and four-week examples.

- Hands-on
- Hospital-affiliated rotation but the rotation is hospital affiliated
- Hospital-letterhead rotation but the LoR is on hospital letterhead
- Last-minute rotation but the rotation is last minute
- On-campus rotation but the rotation is on campus
- Pre-med
- Two-week/four-week (if before a noun) two-week courses/four-week rotations
The rotation is four weeks
- X-ray
- 24-hour class but the class is 24 hours

Numbers, Dates and Times

Numbers lower than 10 should be spelled out; those 10 and above should be numerical. The numbers million, billion, and trillion, should be written in full.

Dates should include a comma after the day (e.g., April 26, 2020). Longer months should be shortened as such Jan., Feb., Aug., Sept., Oct., Nov., Dec. before a date. They should be fully spelled out when standing alone (January 2021, February 2021, etc.) Under no circumstance should a numerical date be followed by 'th' or 'st.'

Times should follow the 12-hour clock and use the lowercased 'a.m.' and 'p.m.' without '0s' and with periods as separation (e.g., Time: 9 a.m.; 5 p.m.; 9 a.m.–5 p.m.). Make sure to include the time zone and daylight savings if applicable (e.g., 9 a.m. CST).

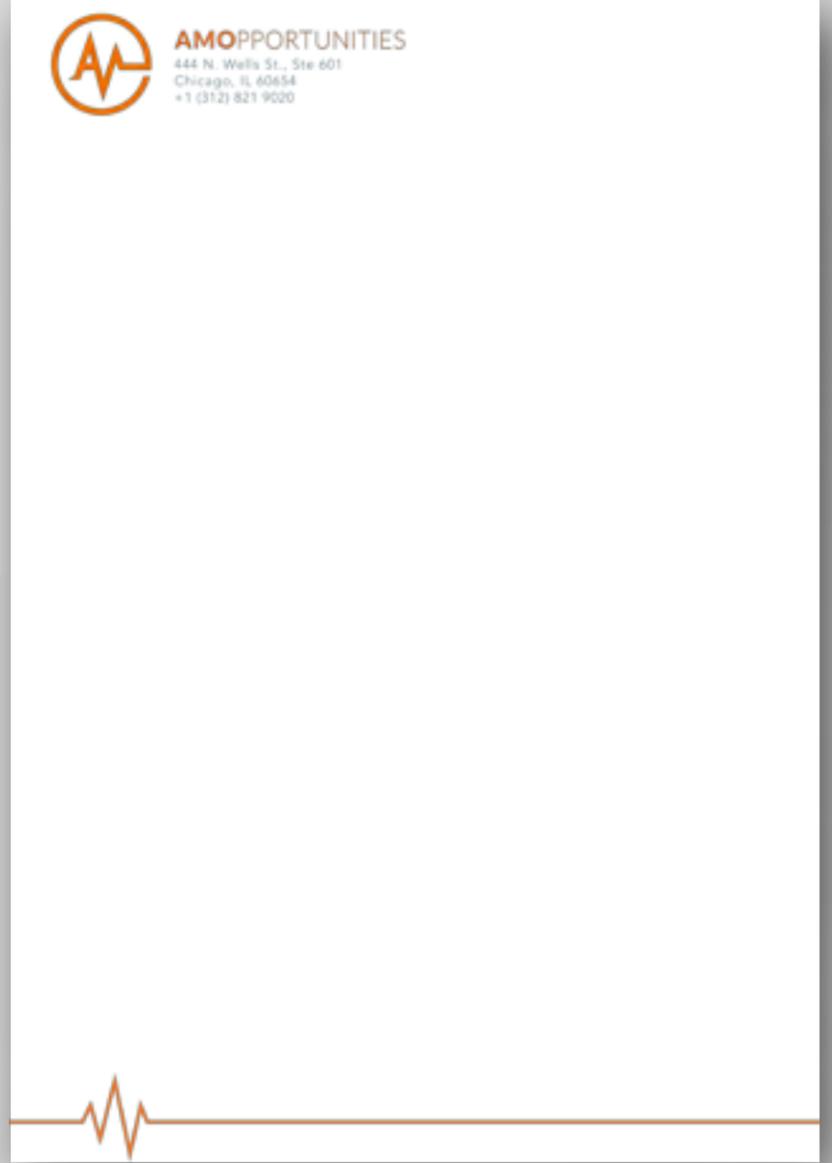
Locations

Cities and states should be capitalized with commas separating the two (e.g. Chicago, Illinois).

The United States and the United Kingdom can either be spelled out in full or shortened to U.S. and U.K.



EXPRESSIONS OF THE BRAND



Stationery



Our stationery design consists of our AMO letterhead used for official letters and documents from personnel within the company. It includes a variation of our logo with the address underneath.

Our AMO business cards help each of our employees distinguish themselves professionally when conducting business.

Print Materials

Shown on this page are a few examples of print materials designed within AMO brand standards and distributed to visitors, preceptors, or partner schools when needed.

RESOURCES

For more useful print/digital resources, click [here](#).

AMO VISITOR GUIDES

The AMO Visitor Guides are an informative tool for visitors preparing to rotate. Currently, there are two guides—an in-person rotation guide and a virtual guide. Guides such as these, and other visitors materials, should always feel straightforward and engaging.



CLINICAL ROTATION PACKET

This resource describes AMO, our services, and our clinical experiences. The packet is designed to be fun, engaging, and informative.



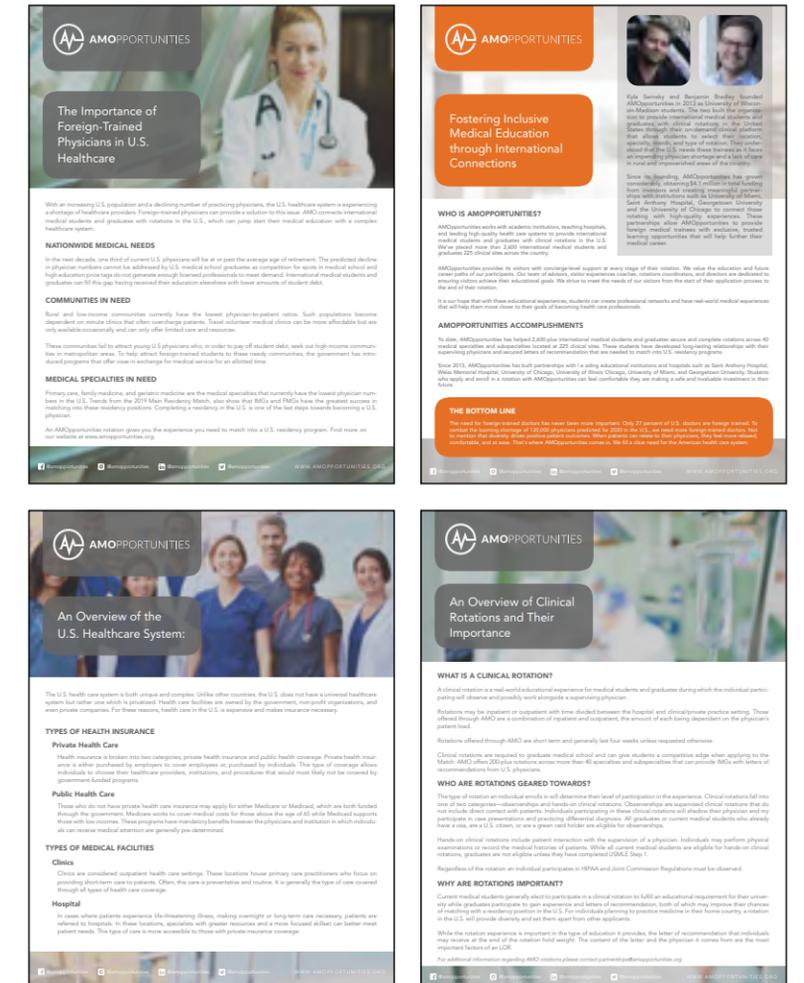
CLINICAL ROTATIONS PROPOSAL

Our proposals explain our services to potential partner schools and hospitals. The materials for possible B2B leads should be sophisticated and serious.



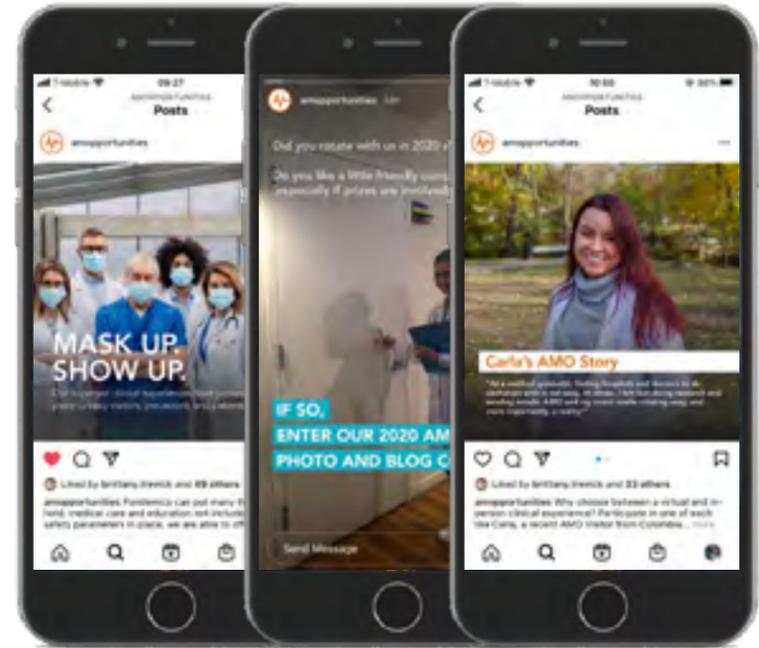
ONE PAGERS

These short, one-page resources provide quick overviews of several topics that apply to our visitors, partner schools, or hospitals.

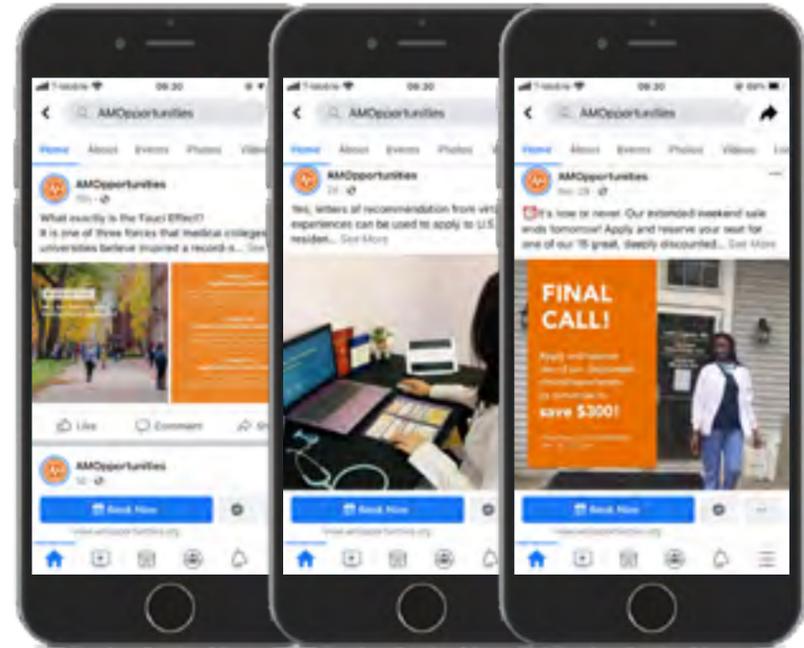


Social Media

Our social media platforms allow us to get our message out there and increase our coverage through shares, mentions, and reposts. We use visitor photos as much as possible and keep the content interesting and engaging. We often highlight our blog, which hosts content that is relevant, helpful, and informative for our followers. Shown here are just a few examples of social posts from the last year.



INSTAGRAM POSTS



FACEBOOK POSTS

Presentation Decks

Presentation decks promote and explain our services to new interested parties such as international schools, students, investors, and hospitals.

Presentation decks should be informative and professional with simple clean design throughout. Shown are a few examples of slides from commonly used decks.

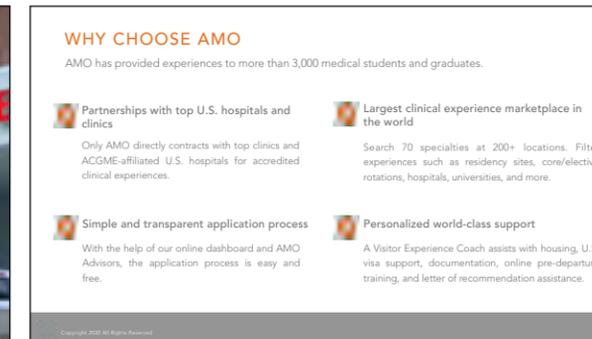


TITLE SLIDES

As shown with these presentation title slides, sometimes logo rules can be adjusted. In these slides, the AMO symbol is cut off on the top and bottom, layered over an image, with the AMO wordmark overlapping it.

BODY SLIDES

The presentation body slides below are just a few examples of what a deck looks like. Generally the same fonts, colors, and sizes are used on each slide for the headlines, subheadlines, and body copy. In the bottom left of each slide should be the AMO symbol along with "Copyright Year All Rights Reserved." Along with that, a grey bar is often used as a design element throughout the slides.



Emails

LAYOUT AND DESIGN

Our emails are one of the biggest marketing strategies AMO uses to increase leads, applications, conversions, and interactions with visitors, preceptors, and partners. There are some guidelines to follow when designing emails so that they positively represent the AMO brand.

Background

Email backgrounds should be white #ffffff. For individual sections of emails that need to stand out, #EEEEEE may be used. The width for these email sections should be set at content width. Other background colors can be used sparingly but must be approved by marketing.

Typography

Helvetica is the only font to be used. The body of emails should be size 14 px with 1.25px spacing. The font of emails will always be #000000. Email titles should be Helvetica, size 16px, bold. Subtitles and quotes should be in italics.

In emails that contain important information (i.e., dates to remember, sales prices, actions with deadlines), small parts of the content can be bolded.

Borders

Emails with a white background must include a border of 3px #fafafa.

Colors

Email accent colors are assigned to specific audiences. Emails to users or applicants should be accented with orange (#e86e00); emails to past, present, or future visitors or current AMO partners should be teal (#11b3c4). Emails to prospective AMO partners (e.g. hospitals, preceptors, universities) may use a combination of gray and orange accents.

Margins and Padding

Emails should not be full width but have set margins on the left and the right.

Padding between email elements should be set at a minimum of 10px on top and bottom and 20px on left and right. Larger padding and margins may be used to change the look of the email or to allow important content to stand out.



ELEMENTS

Headers

Email headers will either be logo-focused, decorative, or customized for a specific workflow or reoccurring set of emails.

Logo-focused headers should be used for B2C emails, and emails that need a more polished and professional look. The AMO Opportunities logo with the company name should be used with both elements being orange (#e86e00). This element should sit on a white background and may be centered or left-justified. Logos should have widths of either 200px or 300px.

Decorative email heads vary and may have a combination of typography and graphic elements. Decorative email headers may be used for holiday emails, sale promotions, and certain workflows. No matter what elements are used in these headers, the AMO logo or company name should be present as well. These email headers should be approved by the marketing department before being used.

Some reoccurring emails, such as newsletters, use customized headers that incorporate the AMO logo with the name of the email or other elements.

Videos

Because videos can take significant time to load, they should never be embedded into an email. Instead, overlay a play button icon on top of the cover image of the video. Then, link the image to the video.

Footers

Email footers should be one of the following three brand colors—#11b3c4, #e86e00, #666666 and complement the accent colors used in the heading and rest of the email. The font should be Helvetica, size 10px, and white (#ffffff). Footers should be divided into two columns.

The left column of the footer will contain the company name, address, phone number, and a link to manage email preferences. An 'unsubscribe' link should never be included.

The right column in the footer should include links to company social media accounts including LinkedIn, Facebook, Instagram, and Twitter.

Dividers

When dividing sections within an email, use a solid black (#000000) divider with the height set at 1 px. Other variations of grey may be used as long as style and layout are complimentary.

Links

Links may be used to connect readers with supplemental information. In emails where it is important that the reader takes a single action, you should limit the links used. Links inserted as hyperlinks should be the same size as the text but underlined with the accent color of the email.

Icons

In emails and other electronic assets, please use sizes 100x100 or 75x75 pixels. See page 22 for details.

Images

Images in emails should be JPEGs. When using images in emails, be sure to connect them to the link that the main CTA is linked to. Also make sure that the padding for this element is set as on (default), so that images do not extend past the written email content on the left or the right sides.

Buttons

Buttons indicate a clear call to action (CTA) on places like the website or in emails. They should be rectangular, with a corner radius of 0 and have colors that complement other elements within the asset. Text used in the buttons should be Helvetica, size 16px, and can be bold.

Primary buttons should be filled with accent color and have white text. Buttons may also be unfilled and should have a 1-2px border. When selecting the border color, be sure to consider using the primary color of the asset. This element can be full or regular width.

In assets with multiple CTAs, it is best practice to have the most important CTA feature a filled button with additional CTAs being unfilled but containing a border.

Emails

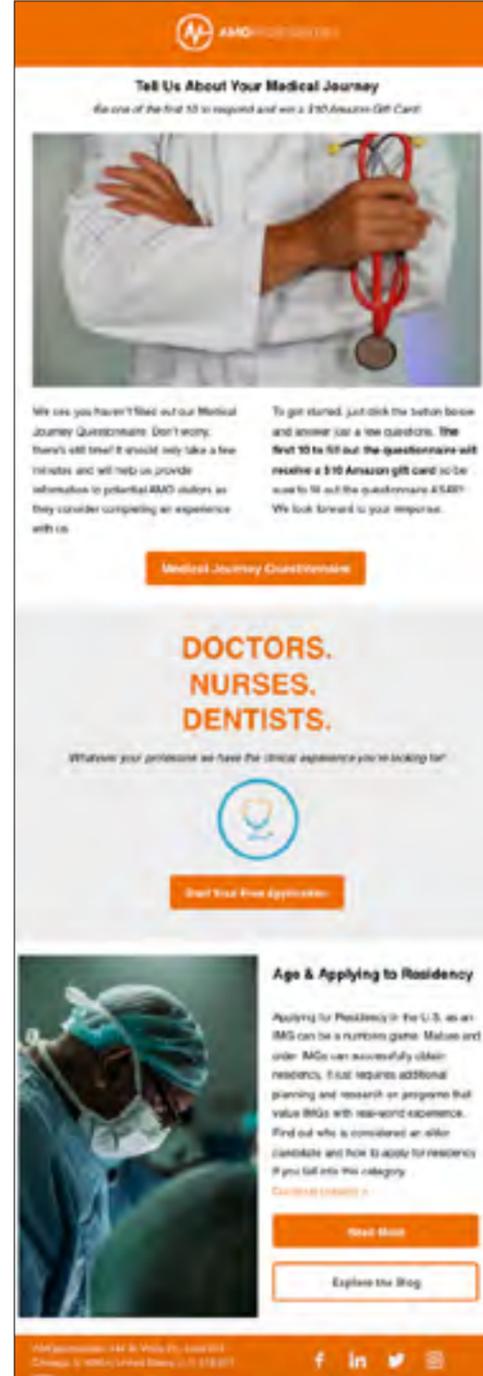
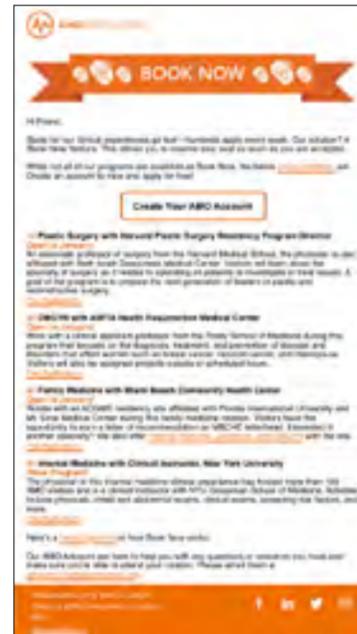
Here are a few emails designed, written, and used by the AMO Marketing team.

EVERY GOOD EMAIL CONTAINS:

- ☑ AMO logo or marketing department-approved banner used at the top of each email. Logo can be center, left, or right aligned depending on the email format.
- ☑ Same type, size, and color font in body paragraphs.
- ☑ Email signature that meets brand guidelines (see page 35 for details). Email signature can also be simplified to AMO Advisors, AMO Team, AMO Visitor Experience Coaches, or similar uses.
- ☑ Use of brand colors. See page 16 for details.
- ☑ Borders OR background color, but no 'floating' concepts. Contact marketing if you have implementation questions or need assistance.
- ☑ Facebook, Instagram, LinkedIn, and Twitter icons, AMO address, phone number, and link to 'manage preferences' in footer.
- ☑ Clear call to action (CTA) near top of the email.
 - NOTE:** A sentence about contacting an AMO team member including an email or link to schedule a meeting is acceptable.
 - NOTE:** If there are more than two CTAs in one section of an email, please contact marketing.

PRO TIPS

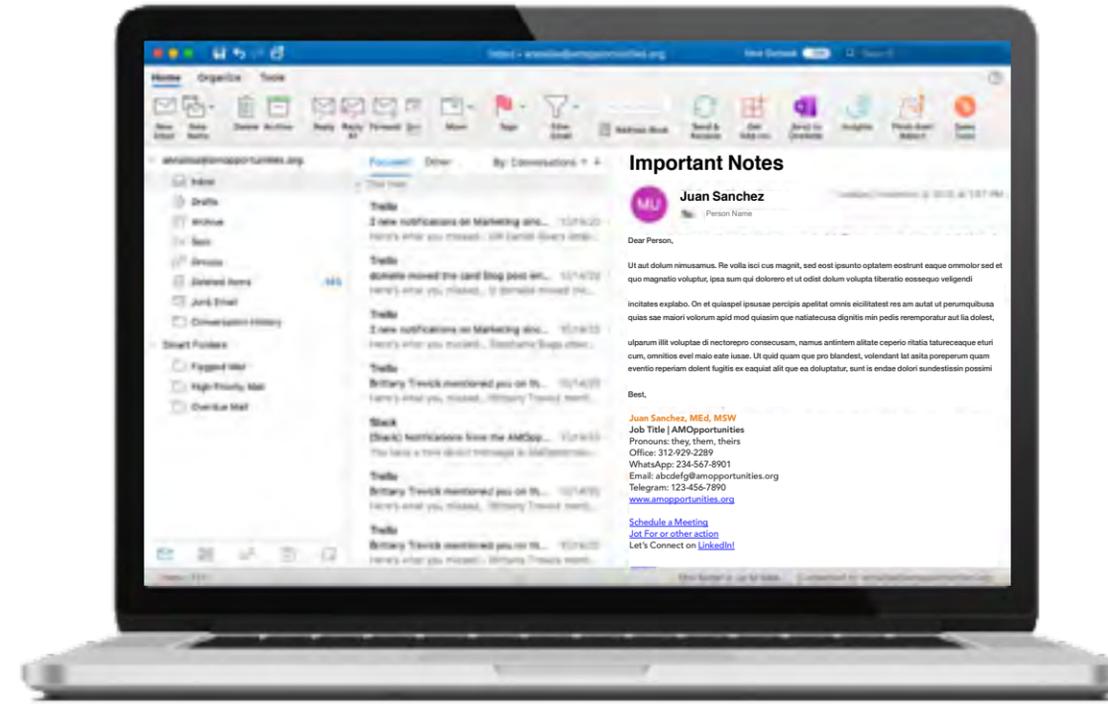
1. When inserting a CTA, buttons are preferred to hyperlinks. Hyperlinks should only be used as a secondary or supplemental CTA.
2. Emails with more than one CTA button should follow secondary button guidelines on page 17.



HEADER

MAIN CONTENT

FOOTER



EXAMPLE 1 - LONGER VERSION

Juan Sanchez, MEd, MSW
 Job Title | AMOopportunities
 Pronouns: he, him, his
 Office: 312-929-2289
 WhatsApp: 234-567-8901
 Email: abcdefg@amopportunities.org
 Telegram: 123-456-7890
www.amopportunities.org

[Schedule a Meeting](#)
[JotForm or other action](#)
 Let's Connect on [LinkedIn!](#)

EXAMPLE 2 - LONGER VERSION

Juan Sanchez, MEd, MSW
 Job Title | AMOopportunities
 Pronouns: she, her, hers
 O: 312-929-2289
 WA: 234-567-8901
 E: abcdefg@amopportunities.org
 T: 123-456-7890
www.amopportunities.org

[Schedule a Meeting](#)
[JotForm or other action](#)
 Let's Connect on [LinkedIn!](#)

EXAMPLE 3 - SHORTER VERSION

Juan Sanchez, MEd, MSW
 Job Title | AMOopportunities
 Pronouns: they, them, theirs
 Office: 312-929-2289
 WhatsApp: 234-567-8901
www.amopportunities.org

Email Signatures

The AMO team has a few different emails signature options to choose from. These help us distinguish ourselves when connecting over email with possible or current visitors, hospitals, partners, vendors, institutions, and more.

Email signatures should use the standard web fonts Helvetica or Calibri to ensure they look the same on all recipient screens. The signature should be size 11pt.

If you need help implementing the signature to your HubSpot or Outlook email account, you can find [directions here](#).

IMPORTANT NOTE

All versions of the email signature can be used in either Helvetica or Calibri at 11pt font size.

When using Outlook to send emails, Calibri is the preferred option. In HubSpot the preferred option is Helvetica.

BRAND GUIDELINES

Created: January 2021
Last Updated: 01/22/2021

If you have any questions about applying these identity guidelines, please contact the AMO Marketing team at marketing@amopportunities.org.

