

Alberta Mycological Society Logo Usage Policy

The Alberta Mycological Society (AMS) logo is a valuable representation of our community and mission. We strongly encourage individuals, members, and external partners to use the Alberta Mycological Society logo in all marketing materials that directly relate to the promotion of our society's goals, events, and activities. This includes, but is not limited to, digital content, print materials, event promotions, and educational resources. However, to ensure that correlation does exist between created promotional content and our society's goals, all creations must gain explicit approval from our board of directors prior to use.



AMS Logo

To ensure our logo is used consistently and appropriately, the following guidelines have been established for all current and prospective users of the AMS logo:

1. Board Use for Marketing

The AMS logo is primarily available for use by the Board of the Alberta Mycological Society for official marketing and promotional purposes related to the Society's activities. All board members are permitted to use the logo as needed for promoting AMS-related content, including event flyers, social media posts, and other promotional assets, without submitting formal logo usage requests for board review.

2. Right to Modify the Logo

The Alberta Mycological Society reserves the right to change, update, or modify the logo at any time as deemed necessary by the Board. Any updates to the logo will be communicated to relevant stakeholders, and the new version must be used moving forward in all applicable materials.

3. Approval Process for Logo Use

All requests for logo usage, outside of Board use, must be submitted to the Board for review and approval prior to public use by submitting the draft document in which the logo is used. This ensures that the logo is used correctly, in accordance with the Society's guidelines, and reflects the professionalism and reputation of the Alberta Mycological Society. The Board reserves the right to deny any logo usage that does not meet these standards.

4. Availability of the Logo

The AMS logo will be made available to all relevant parties, including members, partners, and event organizers, upon request. Access to the logo will be provided in various formats to ensure its correct application across different platforms and media types.

Approved by the Alberta Mycological Society Board of Directors on _____

Approved by the Alberta Mycological Society on _____

Amended on _____

Rescinded on _____

Alberta Mycological Society Logo Visual Identity Standards

To maintain the integrity and consistency of the Alberta Mycological Society (AMS) brand, the following visual identity standards must be adhered to when using the AMS logo. These guidelines ensure that the logo remains recognizable, professional, and aligned with our core values.

1. Logo Integrity

- **Do Not Alter the Logo:** The AMS logo cannot be modified, stretched, distorted, or altered in any way. This includes changing the proportions, shape, colors, or any other element of the logo.
- **No Recolouring:** The logo must not be recoloured outside the approved colour palette. The approved colour palette includes:
 - HEX #c66e40, #6b2b12, #517ec1, #c8cee8, #0f58a6, #ffffff
- It must always appear in its original colours, unless express board permission is granted for specific use cases otherwise.

2. Approved Logo Variations

The AMS logo comes in several approved variations, including colour, black and white, and text-free versions. Official logo variations can be obtained by contacting the Board of the AMS directly.

3. Prohibited Uses

- **No Embellishments:** Do not add any embellishments, effects, shadows, gradients, or patterns to the logo. The logo must be used in the form in which it is received for use.
- **No Logo Replication:** Do not replicate the AMS logo in any way (e.g., creating a new logo based on the AMS logo or using parts of the logo in other designs).

Approved by the Alberta Mycological Society Board of Directors on _____

Approved by the Alberta Mycological Society on _____

Amended on _____

Rescinded on _____