AMA Joy in Medicine™ Recognition Program Communications Toolkit

for Designated Recipients

Congratulations on receiving the AMA Joy in Medicine™ Recognition! We appreciate your commitment and investment in improving the professional satisfaction of your physicians and teams. Organizations who have received the AMA Joy in Medicine Recognition are encouraged to share and disseminate their recognition status. The intent of this document is to assist you in designing and implementing your communication strategy.

The AMA has drafted boilerplate language for your use in describing the Recognition program in your internal and external communications. Please feel free to adapt for your organization's purpose. The AMA encourages organizations to share the AMA Brand Guidelines and Graphic Standards with your internal communications and marketing experts.

AMA honors 22 organizations' commitment to reducing physician burnout

Nearly two dozen health care organizations were selected as the first recipients of the inaugural Joy in Medicine™ Recognition for their outstanding efforts to address the systemic causes of physician burnout in areas such as assessment, leadership, teamwork and practice-environment efficiency. The new distinction offered by the AMA recognizes health care organizations that have committed to efforts that improve physician satisfaction and reduce burnout. This program is designed by the AMA to serve as a catalyst for organizations engaged in efforts to improve physician satisfaction and reduce burnout.

Additional Inclusion:
[ORGANIZATION NAME] was recognized on September 21, 2019 at the [Bronze/Silver/Gold Level].

Link to AMA Press Release:
Here are several distribution opportunities to consider in communicating your recognition status.

I. Suggested Social Media Communications

AMA Handles:
- Twitter: @AmerMedicalAssn
- Instagram: @amermedicalassn
- Facebook: https://www.facebook.com/AmericanMedicalAssociation/
- LinkedIn: https://www.linkedin.com/company/american-medical-association/

Suggested Social Posts:
AMA inaugurates recognition program in fight against physician burnout

@AmerMedicalAssn Joy in Medicine Recognition program gave @[YOUR ORGANIZATION] [BRONZE/SILVER/GOLD] in the fight against #physicianburnout

II. Appropriate Recognition Program Logo Usage for Website and Collateral Needs

Special Considerations Regarding the Trademark

AMA Joy in Medicine™ Recognition Program is trademarked as “Joy in Medicine™” upon the first mention. Subsequent mentions of the program do not need to have the additional trademark listed.

Use Case #1: Collateral/Print Materials (AMA Co-branded)

Organizations who seek to share their recognition status on print materials and/or collateral, especially those who seek to use the AMA logo and mention of the AMA, must submit all designed elements to the AMA for an official AMA Brand Review. AMA’s Brand Review has a turnaround time of 1-2 business weeks, depending on the complexity of the piece. Please refer to pages 33-36 of the attached AMA Brand Guidelines and Graphic Standards for additional requirements on co-branded pieces.

Use Case #2: Website/Webpage (Not AMA Co-branded)

Organizations who seek to share their recognition status on their website/webpage can do with the respective color-coded Joy in Medicine graphic that meets their organization designation (bronze, silver, or gold). The AMA logo must not be used in conjunction with the Joy in Medicine graphic and is not allowed for usage on any organization’s website/webpage.
Organizations are encouraged to use the descriptive blurb to explain their recognition status on their website/webpage:

The American Medical Association (AMA) recognized 22 health care organizations as the first recipients of the inaugural Joy in Medicine™ Recognition. The new distinction offered by the AMA recognizes health care organizations that have committed to efforts that improve physician satisfaction and reduce burnout. [ORGANIZATION NAME] was recognized on September 21, 2019 at the [Bronze/Silver/Gold Level].

Please see the following examples of the color-coded level designations.

Bronze Designation:

![Bronze Designation Image]

Silver Designation:

![Silver Designation Image]

Gold Designation:

![Gold Designation Image]
III. Organizational Profile Opportunity for AMA Promotional Channels

The AMA welcomes the opportunity to feature your organization’s commitment to reducing physician burnout including but not limited to: AMA News Story (blog post) on the AMA homepage or related page, video/podcast testimonials, case study spotlight etc. We want to hear your story – progress to-date, challenges you've overcome, leadership buy-in and commitment, future transformation plans and more. We ask that you include the email and contact information for the specific individual(s) at your organization for interview purposes. A member of AMA’s Editorial Content Strategy team will contact you for scheduling purposes.

Channel Opportunities:
- AMA Podcasts: https://www.ama-assn.org/amaone/ama-podcasts
- AMA Morning Rounds (email subscription only)

Additional cross-channel content distribution includes AMA Alexa Skill for Morning Rounds and the AMA Connect App for iPhone and Android.

Please contact Shireesha.Jevaji@ama-assn.org to be featured for an organizational profile, and for additional branding questions and information regarding appropriate use cases of the Joy in Medicine Recognition Program graphics.

For all other programmatic questions or inquires, please email Practice.Transformation@ama-assn.org.
# Table of contents

**Introduction** ................................................................. 3  

**Brand story** .............................................................. 4  
  The AMA name ............................................................... 5  
  What we stand for ......................................................... 6  
  Brand attributes ......................................................... 7  

**Brand signature** ......................................................... 8  
  Anatomy ................................................................. 9  
  Size and clear space ................................................... 10  
  Color reproduction ..................................................... 11  
  Dos and don’ts ........................................................... 12  
  Affiliates ................................................................. 13  

**Design elements** ......................................................... 14  
  Color palette ........................................................... 15  
  Typography ............................................................. 17  

**Photography, pastiche and graphic elements** .................... 18  
  Photography style ....................................................... 19  
  Photographic treatments ............................................... 23  
  Pastiche execution ..................................................... 24  

**Usage examples** .......................................................... 27  
  Stationery .............................................................. 28  
  Stationery and email signatures ................................... 29  
  Collateral ............................................................... 30  
  Publications and advertising campaigns ......................... 32  

**Co-branding efforts** ...................................................... 33
The health care landscape is constantly changing. To stay ahead of each and every curve, we at the American Medical Association need to be nimble and flexible, always communicating clearly and consistently as “One AMA—highly capable, well-coordinated and focused on high-impact results.”

The following guidelines offer a window to our brand. Each day our organization changes and grows. These brand guidelines will always strive to reflect the current thinking on how to promote our brand in a meaningful way. As we navigate the complexities of our diverse audiences, these guidelines provide the guardrails we all need as we communicate about and promote the AMA.

Each and every one of us is a brand champion that helps bring to life the brand and cultural attributes of the AMA. As such, we expect and appreciate your adherence to these brand guidelines.

Rodrigo A. Sierra
Chief Communications and Marketing Officer, SVP

Should you have any questions regarding the brand guidelines, please contact:

Kristin Reynolds
kristin.reynolds@ama-assn.org
(312) 464-4165
Brand story
Brand story: The AMA name

The AMA name

Our name, the American Medical Association, identifies who we are and is proprietary, authoritative and one of our greatest assets.

Our abbreviation “AMA” is a registered trademark owned by the AMA; however, the abbreviation is also used by organizations in other industries. To differentiate us clearly as the American Medical Association, our full name should appear on the front of every printed piece and at the beginning of every written or electronic communication. All subsequent mentions should use the abbreviation “AMA.”

In the past, it was a rule that our full name should be followed by the abbreviation “AMA” in parentheses. However, given that it’s generally understood that “AMA” and the American Medical Association are somewhat interchangeable in the minds of our audience, we have updated our guidelines to make this no longer necessary.

See “Copy guidelines” for detailed information.

Correct usage of AMA name

The American Medical Association is the premier national organization dedicated to empowering the nation’s physicians to continually provide safer, higher quality, and more efficient care for patients and communities. For more than 165 years the AMA has been unwavering in its commitment to using its unique position and knowledge to shape a healthier future for America.

Incorrect usage of AMA name

The American Medical Association (AMA) is the premier national organization dedicated to empowering the nation’s physicians to continually provide safer, higher quality, and more efficient care for patients and communities. For more than 165 years the AMA has been unwavering in its commitment to using its unique position and knowledge to shape a healthier future for America.

Incorrect usage of AMA name

The AMA is the premier national organization dedicated to empowering the nation’s physicians to continually provide safer, higher quality, and more efficient care for patients and communities. For more than 165 years the American Medical Association has been unwavering in its commitment to using its unique position and knowledge to shape a healthier future for America.
Brand attributes

A stronger brand begins at home. As brand champions—each and every one of us—we must always be aware of how we think about, speak about and actualize our brand. Through our activities, our products, our services and through every stakeholder relationship we have, the AMA must remain true to our brand attributes. In all AMA communications, our voice and tone should reflect the following:

- **Our image**
  - Thought leader
  - Professional
  - Expert
  - Ethical
  - Respected

- **Our tone of voice**
  - Intelligent
  - Effective
  - Forward-thinking

- **We inspire others to feel**
  - Important
  - Knowledgeable
  - Competent
  - Secure

A culture of engagement

The AMA is working to build a culture that supports the engagement of physicians. We’re doing this organizationally to be sure, but must also change the way in which we think and behave in order to engage our primary audiences effectively. We must strengthen the emotional, cognitive and behavioral connections physicians, policymakers, thought leaders and medical schools have with the AMA.

Be mindful of these principles of engagement as we work together with each other and with AMA partners, supporters and stakeholders to create the next chapter of the AMA’s rich history.

- **Human**: Be empathetic to every day experiences of others
- **Empowering**: Validate the expertise, mission and purpose of others
- **Collaborative**: Encourage co-creation
- **Dynamic**: Continuously update the offer
Brand signature
The AMA signature identifies our brand promise and establishes our unique position with our members and the public. To promote our brand equity, the signature should be included on all AMA materials.

**Standard signature block**

The AMA standard signature block was developed to allow maximum flexibility of expression when used on AMA-branded applications in print, digital applications, signage and advertising. This is the preferred signature version and should be used most often.

The standard signature block is made up of three key components—the AMA logotype, the Staff of Asclepius and the full name of the organization. For color reproduction guidelines, see page 11. For detailed color values, see page 15.

**Supplementary signature block**

In addition to the standard signature block, the supplementary AMA signature shown below is available for limited application, primarily on premiums and in situations in which the full name of the organization is illegible or unnecessary (or redundant) when communicating our identity.
**Brand signature: Size and clear space**

**Signature size**

The AMA standard signature block should be consistently sized across the organization’s communications materials. On all 8.5” x 11” pieces (portrait and landscape), the signature block should measure 2.0” wide x 0.8634” high.

When necessary, the signature block may be resized to accommodate larger or smaller pieces. In these cases, it should not exceed 6.0” wide, nor be smaller than 1.25” wide in print applications or 125 pixels wide in digital applications. When a smaller size is required, the supplementary signature block without the full name of the organization may be used. Oversized signage may be an exception to the maximum signature size rule.

**Signature clear space**

The signature block should always have adequate space surrounding it. No copy or other logos should be placed immediately on either side, or above or below the signature. The following diagram shows the preferred clear space.

![Signature clear space diagram]

In some cases, it is acceptable to minimize the clear space to one half the x-height to accommodate graphic elements in a design. This does not apply to co-branded pieces, which must always respect the full clear space measurement. Co-branding rules can be found on pages 33–36.
The following are acceptable color reproductions of the AMA standard signature block for use in print and digital applications. The two- and four-color versions are preferred and should be used whenever possible.

Two-color versions

<table>
<thead>
<tr>
<th>Two-color versions</th>
<th>Reversed out (white) version</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 269 and PMS Cool Gray 8</td>
<td>Reversed out – white</td>
</tr>
</tbody>
</table>

Four-color (CMYK) version

<table>
<thead>
<tr>
<th>Four-color (CMYK) version</th>
<th>Digital and Web (RGB) versions</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK purple – C78 M100 Y0 K33</td>
<td>RGB purple – R70 G22 B107</td>
</tr>
<tr>
<td>CMYK gray – C0 M1 Y0 K43</td>
<td>RGB gray – R161 G161 B164</td>
</tr>
</tbody>
</table>

One-color versions

<table>
<thead>
<tr>
<th>One-color versions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid purple – PMS 269</td>
</tr>
<tr>
<td>Solid black – 100 percent K</td>
</tr>
</tbody>
</table>
Acceptable signature usage
The AMA signature block should always appear on a background that allows for optimal legibility. Below are some examples of acceptable signature usage.

Unacceptable signature usage
All elements of the signature block must be readable and clear at all times. Below are some examples of unacceptable signature usage.
Below are the approved logos for AMA affiliates. The size and clear space guidelines on page 10 that apply to the AMA signature also apply to these. These logos should never be used in tandem with the AMA standard signature block.

AMA Foundation

AMA Alliance
Design elements
Color plays a powerful role in the reinforcement of the AMA brand identity. The AMA's signature colors, purple and gray, are at the heart of the brand's visual identity and provide an important, recognizable cue of the brand to all audiences.

The six additional colors below should be used with the purple and gray signature colors to bring the AMA brand to life and create distinctive, compelling and contemporary marketing communications materials. Use them freely but be careful to avoid a rainbow effect.

All colors in our color palette are meant for use across print and digital marketing communication materials.

### Design elements: Color palette

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All colors in our color palette are meant for use across print and digital marketing communication materials.

### Primary color palette

<table>
<thead>
<tr>
<th>PMS 269</th>
<th>C78 M100 Y0 K33</th>
<th>R70 G22 B107</th>
<th>HEX 512D6D</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS COOL GRAY 8</td>
<td>C0 M1 Y0 K43</td>
<td>R161 G161 B164</td>
<td>HEX A1A1A4</td>
</tr>
<tr>
<td>PMS 108</td>
<td>C0 M6 Y95 K0</td>
<td>R255 G229 B18</td>
<td>HEX FFDD0D</td>
</tr>
<tr>
<td>PMS 382</td>
<td>C29 M0 Y100 K0</td>
<td>R193 G216 B47</td>
<td>HEX BDDC04</td>
</tr>
<tr>
<td>PMS 299</td>
<td>C85 M19 Y0 K0</td>
<td>R0 G157 B220</td>
<td>HEX 02AAEC</td>
</tr>
<tr>
<td>PMS WARM GRAY 2</td>
<td>C0 M2 Y5 K9</td>
<td>R233 G227 B220</td>
<td>HEX EDE7E1</td>
</tr>
</tbody>
</table>

### Supplementary color palette

Six additional supplementary colors exist to support AMA affiliates and publishing products. These colors may be used sparingly for other AMA communications when additional color variation is necessary.

| PMS 299 | C85 M19 Y0 K0 | R0 G157 B220 | HEX 02AAEC |
| C64 M25 Y0 K0 | R56 G165 B249 | HEX 38A5F9 |

### Text hyperlinks

Text hyperlinks in digital communications should appear as R0 G157 B220. When on a dark background, however, use R56 G165 B249 for hyperlinks to improve readability. These colors apply to new and visited links.
Each AMA affiliate may use the colors that make up its logo, plus one additional color that should serve as an accent throughout its communications. Below are the assigned color palettes for each affiliate.
The AMA typography system consists of a primary font family, a secondary family and a default family. The primary family, Myriad Pro, is a sans serif font that has a simple, modern style, which allows for maximum flexibility and creativity in designing distinctive communications. This is the preferred font for all AMA materials and should be used for headlines, display text, subheads and body text.

The secondary font family, Kepler Std, is a serif font that can be used as an alternate for large bodies of denser text when readability of the sans serif font is a concern. This font should be used sparingly.

Arial and Times New Roman are the default fonts to be used in common desktop communications such as Microsoft Word, PowerPoint and other Windows-based programs. Arial is the preferred default font; Times New Roman can be used for large bodies of denser text when readability of the sans serif font is a concern.

PT sans and Arial are the approved HTML/Web fonts.

Play with font weights, sizes and leading to add visual interest and rhythm to layouts.

### Primary font family

- **Myriad Pro Light** + **Myriad Pro Light Italic**
- **Myriad Pro Regular** + **Myriad Pro Italic**
- **Myriad Pro Semibold** + **Myriad Pro Semibold Italic**
- **Myriad Pro Bold** + **Myriad Pro Bold Italic**
- **Myriad Pro Black** + **Myriad Pro Black Italic**

### Secondary font family

- **Kepler Std Light** + **Kepler Std Light Italic**
- **Kepler Std Regular** + **Kepler Std Italic**
- **Kepler Std Bold** + **Kepler Std Bold Italic**

### Default font options (MS Word and PowerPoint)

- **Arial Regular** + **Arial Italic**
- **Arial Bold** + **Arial Bold Italic**
- **Times New Roman Regular** + **Times New Roman Italic**
- **Times New Roman Bold** + **Times New Roman Bold Italic**

### HTML/Web font options (primary font)

- **PT Sans** + **PT Sans Italic**
- **PT Sans Bold** + **PT Sans Bold Italic**

### HTML/Web font options (secondary font)

- **Arial Regular** + **Arial Italic**
- **Arial Bold** + **Arial Bold Italic**
Photography, pastiche and graphic elements
Choosing the right photography brings life to the AMA brand story, just as choosing the wrong shot can ruin it. Imagery used to represent the AMA should reinforce the organization’s brand attributes and provide a visual reflection of our mission and goals. Imagery should feel genuine and inspiring in order to ignite a positive energy and infuse life into our marketing materials.

A library of images is available for use and should be referenced before additional images are purchased. To use other imagery not currently in the AMA library, first obtain approval from the Brand Strategy team. The library includes images representative of each of the AMA’s five audiences:

- Physicians
- Medical students
- Public/patients
- Partners/collaborators
- Policymakers

It also includes textural images that are thematically relevant to the AMA:

- Medical/science
- Technology
- Patriotic/government
- Community

The following pages include examples of imagery from the library.

If the library does not satisfy the needs of a particular project, additional images may be sourced, but permission to use the images must be obtained. Questions on whether permission is necessary may be directed to the Office of General Counsel.

Be sure to strictly adhere to image usage rights and requirements as outlined by the image vendor or photographer, or release signed by the subject if the image was taken by the AMA.

Please follow these guidelines when seeking new imagery:

- Look for genuine faces and body language, and choose images where the models and scenarios do not feel overly posed or staged
- When selecting images of people facing the camera, try to find shots where only one person per image is doing so; multiple people with eyes to the camera in one shot tends to feel staged and unnatural and should be avoided when possible
- Consider images that use selective focus, light, viewpoint and camera angle to their advantage
- Pay attention to photographic composition: images are often more interesting when the subject or main focus is not in the immediate center of the frame; make sure there is a focal point in the image and that it’s not too busy or cluttered; look at what’s happening in the background to ensure it complements, rather than distracts from, the subject
- Avoid selecting images in which models resemble known political figures or celebrities
- Select images that are representative of a diverse range of gender, age and race
Photography, pastiche and graphic elements: Photography style (continued)

Physicians

Medical students
Photography, pastiche and graphic elements: Photography style (continued)

Public/patients

Partners/collaborators
Photography, pastiche and graphic elements: Photography style (continued)
Apply visual treatments to AMA imagery to add interest and dimension and help stock photography feel more ownable and unique to the AMA brand. Here are some examples of photographic treatments that can be applied to AMA imagery. In most cases, it is best to apply no more than one or two treatments to a single image.

**Sequencing**

Repeat the same (or very similar) image multiple times in a sequence, altering each one in some way, such as focusing in on a section or using a color overlay.

**Image overlays**

Place one image on top of another and use an overlay or multiply effect to visually blend the images.

**Coloration**

Alter the color of an image by overlaying a color block and/or applying an effect.

**Image splitting**

Split an image into sections, using a thin white line as a divider. Be mindful of where an image splits to avoid awkward divisions or cutting an image exactly in half.
Use of pastiche

Compile a variety of images together into a pastiche to express the reach and depth of the AMA across audiences and the results-focused strategy that puts patients and the greater health of the nation at the forefront. On this page and the next you will find examples of properly executed pastiches. These are examples only; designers should create original pastiches based on the following guidelines:

• Ensure focus and clarity in what is being communicated; avoid a cluttered, overly busy visual by being selective in the number of images used in one pastiche
• Not every audience needs to be represented, but avoid focusing too much on one single audience
• Avoid using more than one image of a subject facing the camera
• A uniform amount of evident but minimal white space should be present between image blocks in a pastiche
• Photography treatments (see page 23) enhance visual interest and can serve to connect images within a pastiche; use them, but do not overuse them
• Images should fill each block in a pastiche; consider how interesting crops and zooming in or out of images can create rhythm and a more dynamic pastiche

Multiple images in various sizes
Photography, pastiche and graphic elements: Pastiche execution (continued)

One larger image as the focus with smaller images to support

Multiple, similarly sized images in a thin strip
Single images

Imagery does not always need to be presented in the form of a pastiche. Sometimes it is more appropriate to focus on a single image in an execution. Consider applying photographic treatments (see page 23) to add visual interest and dynamic quality to an image. It is best not to use a texture as a single image; textures work better in tandem with other images that can give them context.
Usage examples
Usage examples: Stationery

Standard pre-printed letterhead

Standard digital letterhead
Usage examples: Stationery and email signatures

Letterhead plus

Many AMA print communications take the form of a two-color, single sheet, single-sided document. This format provides a flexible layout and more effectively promotes the AMA brand than plain letterhead. Some flexibility is allowed in adapting this template to support different types of content; however, the example shown displays some basic guidelines that generally should be followed when designing in this format.

Note that for documents requiring laser or inkjet printing on 8.5” x 11” pre-cut stock, allow for a top and left margin at the specific printer’s live image area.

Email signature

Employees of the AMA should implement the standard email signature as a sign-off for all email communications. Email signatures should include the AMA signature and follow the structure and formatting outlined in this document.

[AMA signature]
FirstName LastName
Title
Department
American Medical Association

330 N. Wabash Ave.
Suite 39300
Chicago, IL 60611-5885
P: (XXX) XXX-XXXX
Email@ama-assn.org

AMA should appear 1.25” W on screen

Font: Arial
Point size: 8

For more information on the AMA email signature, visit: http://amaweb.ama-assn.org/supportservices/Tips_And_Tricks/Outlook/Outlook_Signatures.html
Usage examples: Collateral

Business cards

FIRSTNAME LASTNAME, MD
ANDREI FUSCHI VOLUPPA NORTI
ANDREI EUGIAT VOLUPPA NORTEI
firstname.lastname@ama-assn.org
ama-assn.org
t (312) 464-4354
m (312) 555-1212
AMA PLAZA
200 N. WABASH AVE, SUITE 35200
CHICAGO, IL 60601-5905

Presentation template

In order to project this 16:9 template properly and without distortion, please work with IT or AV experts at the venue where you’ll be presenting to adjust the projector setting appropriately.

The AMA presentation template is located at: http://amaweb/wordtemplateforms/default.htm
Call for nominations

Become a leader of the AMA Women Physicians Section

Nominations are now being accepted for the 2014 American Medical Association Women Physicians Section (WPS) Governing Council. This is your chance to get involved with the AMA-WPS at the highest level.

The AMA-WPS Governing Council is responsible for directing the programs and activities of the AMA-WPS. Involvement includes attending three council meetings each year, as well as various conference calls.

Available positions
- AMA-WPS delegate (one position)
- AMA-WPS alternate delegate (one position)
- AMA Young Physicians Section representative (one position)
- AMA Resident and Fellow Section representative (one position)
- AMA Medical Student Section representative (one position)

To serve on the AMA-WPS Governing Council, you must:
- Be a current member of the AMA-WPS
- Demonstrate interest and/or experience in the AMA-WPS goals and objectives
- Be willing and able to carry out responsibilities as agreed to by the council, including, but not limited to: presenting periodic reports on AMA-WPS activities, fostering your sponsoring organization’s applicable, and participating in AMA-WPS projects and policy development/advocacy activities.

AMA-WPS nomination form
Candidates should complete an AMA-WPS Governing Council nominations form. The nomination form and current curriculum vitae should be submitted to vps@ama-assn.org by March 15.

For eligibility and responsibilities, please visit our website.
Books and publications

The AMA’s name on the cover of any publication adds legitimacy and authority to its contents. For materials published outside of the AMA, provide the publisher with a copy of this manual as an introduction.

The AMA understands that certain book titles or publishers have their own specific guidelines and cannot always fully accommodate the AMA’s brand identity standards. In these instances, the AMA will allow the external publishing guidelines to be used as long as the AMA logo is handled according to the AMA guidelines (see pages 8–13).

Advertising campaigns

Advertising and marketing campaigns are designed to activate the market and are therefore not subject to the same design rules that govern collateral. However, campaign creative should always be mindful of a visual identity that ties the concept back to the brand.

The AMA’s Enterprise Communications and Marketing (ECM) team should always be involved with any marketing and/or advertising under consideration. ECM will work with both internal and external teams to develop/execute materials.
Co-branding efforts
Use of AMA signature

Co-branding with another entity implies a relationship between the AMA and that entity. AMA policy G630.040 Principles on Corporate Relationships requires all activities that associate the AMA name or signature with corporations, foundations or non-Federation associations or utilize external funding to be reviewed by the Corporate Review Team (CRT). Entities external to the AMA can only use the AMA name and signature for the marketing of products and services that have been approved through both the CRT process and through an approved agreement by AMA’s Office of General Counsel (OGC) group.

If the relationship requires CRT review*, that review must be completed and the relationship approved before ECM will provide a signature and review/approve its use and placement. In addition, the AMA policy on corporate relationships requires the Office of Risk Management (in consultation with the OGC) to review and approve all marketing materials provided to ECM that are prepared by others for use and that bear the AMA’s name and/or corporate identity.

Use of the AMA signature implies that the content of the materials that carry the signature have been fully vetted and approved by the appropriate stakeholders within the AMA.

General signature positioning

When appearing with other organizations/corporations, the position of the AMA signature sends a distinct message to the target audience about the AMA brand and our involvement in the effort and with the other organizations/corporations involved. When we are the lead association (an example would be a letter coming from the AMA signed onto by Federation partners), our signature will take priority. The reverse is true when we’re signing onto something that is owned or initiated by another association.

- As a general rule, the logo of the lead organization/corporation involved in the initiative or program should be the most prominent and visible. This typically means at the top left of a page, separate from all other logos. This is not always the AMA. In fact, materials being developed, designed and distributed by another organization or company that bear the AMA signature should never give the impression the AMA developed, designed or distributed the materials (e.g., the AMA signature may not appear at the top left of a promotional letter or in the return address area of an outer envelope unless it’s coming from the AMA).

- In all uses, the AMA signature should stand out as its own element with adequate clear space surrounding it. No type, imagery or other logos should be placed immediately on either side, or above or below the signature. Sufficient space between AMA signature and other entities’ logos avoids the appearance of an implied endorsement.

* Contact Risk Management at x5396 to determine if your activity requires CRT review. In addition to AMA name and/or signature association with that of a corporation, foundation or non-federation association, or if we are accepting external funding for an activity, if you are partnering with an academic institution and corporate funding is involved, it needs to go through CRT. Signature use in conjunction with government entities does not, in most cases, need to pass through CRT unless it is a commercial subcontractor to the government who wants to use the AMA name and signature on enduring materials. Also, a vendor may use the AMA’s name or signature in a client list, but if they want to do a testimonial or require any other use of the AMA name and signature, Risk Management needs to be consulted.
Co-branding efforts

- In a series of logos of equal priority, it is preferable that the AMA signature be positioned away from corporations (such as UnitedHealthcare, McDonald's®) and closer to other organizations more similar to the AMA (such as AARP, AAFP), unless a logical pattern for signature order is followed (i.e., alphabetical, etc.).

See page 8–13 for full brand signature guidelines.

Signature positioning for joint sponsorship

For all joint sponsorship communications, follow the AMA signature use guidelines within this document. Compromises with other organizations’ guidelines may be negotiated with input from the ECM team.

AMA + one other organization

Programs in which the AMA and a co-sponsor share equal responsibility may use both organizations’ logos on the front cover. The AMA signature and the co-sponsor logo should be of equal weight. Ensure clear space around AMA signature (see page 10).

AMA + two other organizations

Use all three logos. Ensure clear space around AMA signature.

AMA + three or more other organizations

As a general rule, programs sponsored by four or more organizations should not use the AMA signature or the logo of any other organization. Sponsor names should appear in text only. Contact Kristin Reynolds at (312) 464-4165 to discuss making an exception to this rule.
**Co-branding efforts**

**Distributorship/funding**

AMA materials distributed or funded by other organizations should use the AMA signature prominently on the front cover and follow all AMA identity guidelines.

Acknowledge distributor/funder by its corporate name in text only on the front cover. Ensure clear space around the AMA signature (see page 10). If appropriate, the distributor/funder logo may be used on the back cover or inside front cover. Generally, the use of a statement—such as “brought to you by the Texas Medical Association”—or a similar attribution could help to explain ownership and the reason for multiple logos.

**AMA-supported**

The AMA may choose to support materials for distribution by—and under—the names of other organizations. A statement of support, used in a secondary manner, is used to indicate the AMA contribution. Do not use the AMA name and signature in any way that would imply endorsement.

Include AMA name in text only, no signature. Include AMA statement of sponsorship.

**“Co-branding” with an AMA affiliate**

AMA affiliates (such as the AMA Foundation and AMPAC) are part of the AMA family and brand. Therefore, the signature of only one entity need appear on materials to avoid brand confusion. The signature of the lead sponsor of the initiative or program should appear on the materials.