

AMG Wordmark

This wordmark (below) will serve as the primary logo for this brand. The name should always be written as “Alexander Michael Gittens” and will not be accompanied by any titles before, or any degrees afterward. Combining the Trajan Pro typeface with the small caps setting, the first letter of each name will always appear capitalized.

If space does not allow for “Alexander Michael Gittens” to be written on a single line, then the name can be split up. “Alexander Michael” can appear on one line while “Gittens” can be placed underneath, either justified left, right, or centered, but never shortened.

MOST PREFERRED METHOD:

ALEXANDER MICHAEL GITTENS

.....

- ✓ ALEXANDER MICHAEL
GITTENS
- ✓ ALEXANDER MICHAEL
GITTENS
- ✓ ALEXANDER MICHAEL
GITTENS

.....

ALEXANDER GITTENS

ALEXANDER
M. GITTENS

x

x

AMG Official Image

This official image (below) is to be used on all printed collateral and screen work. The cropped image (right) is approved to be used whenever applicable.



.....

AMG Typography

TRAJAN PRO

ALEXANDER MICHAEL GITTENS
*Trajan Pro is only used for the AMG wordmark. All other copy must be in the Open Sans typeface.

OPEN SANS

AaBbCcDdEeFfGgHhIijJkKlIMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789\$%&@'"/(.#!?)

AMG Navy Blue

CMYK: 100, 85, 44, 48 | RGB: 0 , 36, 68 | # 002444

