

# Name & Logo

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Our name and logo are the foremost symbols of the AMCO brand. These are pieces of our brand identity that gets frequent exposure. This section explains the proper use of the logo to maintain the integrity of AMCO's visual identity.

# Our Name

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Our name pays homage to our strong beginnings where our former companies were first founded:

**AM**sterdam, The Netherlands + **CO**penhagen, Denmark.

We refer to ourselves as **AMCO Solutions** or **AMCO**.

It is important to be specific in the way we use our name.

The logo is created in lowercase to give a softer, more modern look and feel.

In text, **AMCO** or **AMCO Solutions** is written in uppercase to ensure that our name does not disappear when used in phrases or sentences, especially in longer pieces of writing.



AMsterdam  
+  
Copenhagen



## Our Logo

Our logo bears our name, a representation of two industry forces coming together to bring:

- innovative solutions to customers,
- valuable growth opportunities for people, and
- exceptional support for technology leaders.

The orange dots represent our points of origin and the collection of talent & knowledge from each former company, unified to enable a better and stronger AMCO organization.

# Logo Variations and Usages



Full color logos (dark and light version) should be used whenever possible.

Full Color - dark version, should be used on white or light backgrounds. On the other hand, Full Color - light version should be used on dark backgrounds.

Single Color versions should be used when color options are limited.



Full Color - Dark version



Full Color - Light version



Single Color - Black version



Single Color - White version

# Clear Space

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There should be sufficient clear space around the logo to let it breathe and prevent its clarity and visual impact from being obstructed.

The minimum clear space for the AMCO logo is defined as the width of "a" in the logo.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



# Logo Don'ts

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1. Do not stretch, condense or change the dimensions of the logo
2. Do not put the logo on top of background colors aside from white, black, AMCO blue and gray
3. Do not rotate or skew the logo
4. Do not rearrange or alter the logo elements
5. Do not separate the "AMCO" from "solutions"
6. Do not change the color of the logo
7. Do not use drop shadows, strokes or other visual effects
8. Do not position the logo on or near other elements, shapes, textures or patterns, and avoid backgrounds that are busy or cluttered



For questions & support,  
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**amco**  
solutions