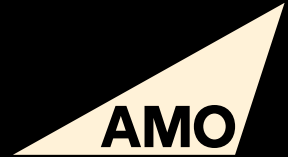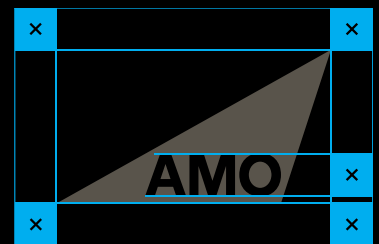# RULES FOR USING THE LOGO

LOGOTYPE

Our main logo is a geometric ray of light with the word AMO. We use it exclusively on a black or dark background.

FREE FIELD

In order for the logo to remain distinct among other objects, it is better to leave a free field around it.
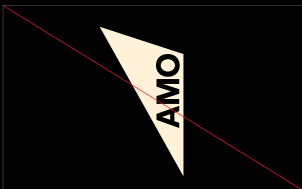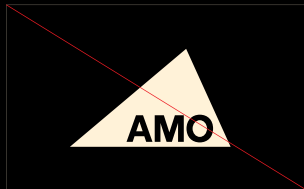
LOGO COLOR

PANTONE 7506 C **CMYK** 0 7 25 0 **RGB** 255 242 216 **HEX** FFF2D8 **RAL** 090 90 20
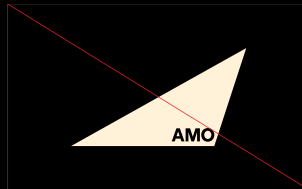
THINGS WE DON'T DO

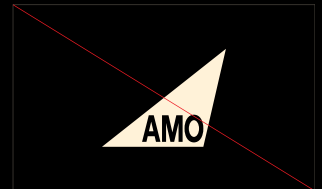These rules describe the main mistakes when using the logo.
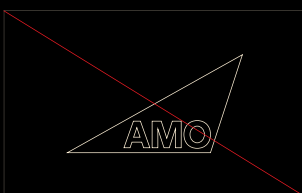
Do not rotate the logo.

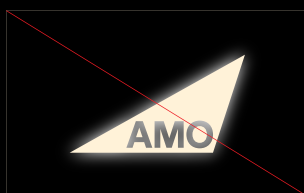Do not change the geometry of the logo.

Do not change the size of logo elements.
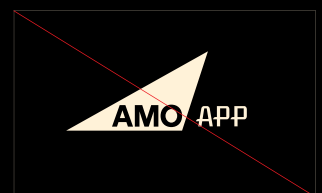
Do not change the proportions of the logo.

Do not change the graphic style of the logo.

Do not use any additional effects.

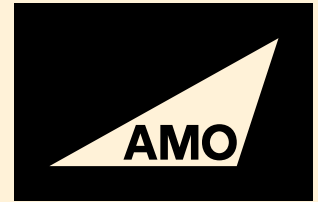Do not change the position of the logo's elements.

Do not change the font of the logo.

LOGO ON THE LIGHT BACKGROUND

LOGO

The logo can be shown on a black plaque if used in affiliate templates or when there is no dark space in the image. Its size is equal to the size of the free field.
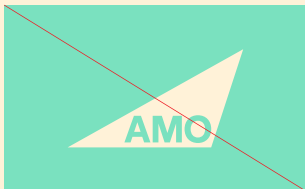
LOGO COLORS

Beige
PANTONE **7506 C** **CMYK** **0 7 25 0** **RGB** **255 242 216** **HEX** **FFF2D8** **RAL** **090 90 20**

Black
PANTONE **BLACK 6 C** **CMYK** **100 79 44 93** **RGB** **000** **HEX** **000000** **RAL** **000 15 00**
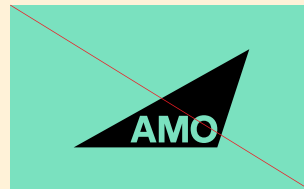
THINGS WE DON'T DO

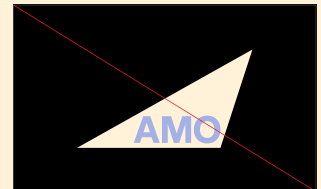These rules describe the main mistakes when using the logo.

Do not change the background color.
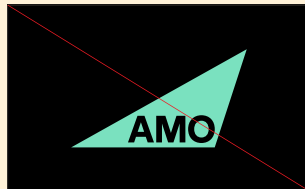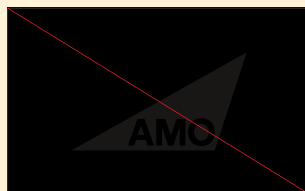
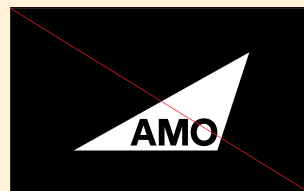Do not change the color of the logo.

Do not color it black.

Do not use colored lettering.

Do not add a gradient.

Do not make the logo transparent.

Do not use the white logo except in cases where it is technically required.