

A Quick Reference Guide to the Amgen Biotech Experience Logos

These guidelines were created to maintain consistency of the Amgen Biotech Experience identity when used by communicators and creative partners of the ABE program.



Requirements

The ABE logo, program-wide (above) or site-specific, should always be in header of documents and either centered or right-justified. Program site's own organizational logos should only go on the bottom of page or back of documents. When using the ABE logo, please do not alter the logo: skew the logo, add drop shadow, alter logo spacing, change colors, remove any elements or words, change position of the logo elements, or place logo on complex backgrounds.

Logo Clear Space Guidelines

To ensure the impact of the ABE logo, there is a minimum distance that is required between the logo and any other visual element. The clear space around the logo should be a minimum of the height of the cap letters in the words "Amgen Biotech Experience". No other visual element should appear in this clear space.

ABE logos are available for download from the ABE Press Kit. [Site-specific logos](#) are also available for download.

ABE Logo Fonts and Colors

all Helvetica Neue 67 Medium Condensed

Standard blue 0-124-195

Gray 113-112-115