AMGEN
BIOTECH EXPERIENCE

The Amgen Biotech Experience Logo

A Quick Reference Guide

These guidelines were created to maintain consistency of the Amgen Biotech Experience (ABE) identity when used by communicators and creative partners of the ABE program. ABE Program sites should all use the same ABE logo rather than site-specific logos using the guidelines outlined below.

The ABE visual identity includes the ABE logo, program name, and an optional tagline that reflects the program's mission. This identifier should be used consistently across all communications related to ABE. The guidelines on the following pages detail how to use this identifier correctly.

How to Use the ABE Logo

The ABE logo can be used with or without the tagline. For details on when and how to use tagline, reference the following page.

AMGEN
BIOTECH EXPERIENCE

AMGEN
BIOTECH EXPERIENCE
Scientific Discovery
for the Classroom

Color Options

Logos are available in blue, black, and white/transparent:

- Use the blue version on light backgrounds or photography (this is preferred).
- Use the white version on darker backgrounds.
- Use the black version in black-and-white pieces.

Clear Space

Clear space is essential for making these identifiers stand out. Maintain at least the width of the Amgen logo mark within the identifier as your guide for how much clear space is needed around it. This protected space keeps the identifier clean and legible, ensuring it remains recognizable and professional.







Adding Localization

Noting the location of an ABE program site can increase relevance and resonance with local audiences. However, locations must be added thoughtfully and strategically—never as part of the ABE logo itself.

Spacing

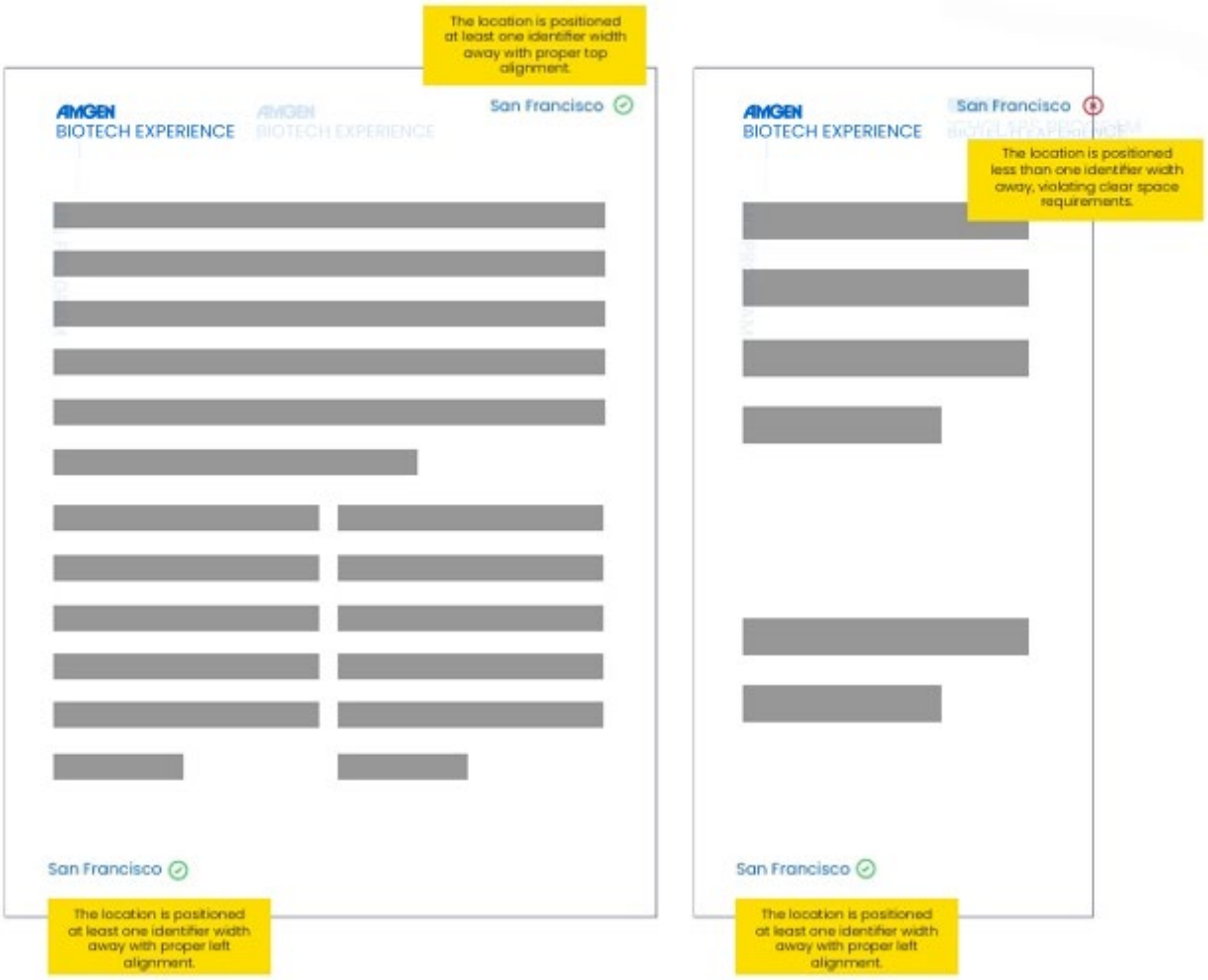
- Place the location name on the opposite end of the design—either vertically or horizontally—from the ABE logo.
- Maintain a minimum distance between the location text and the logo equal to at least one full width of the logo itself.
- Never include the location as part of the ABE logo itself.

Text Formatting

- Write the city name in sentence case (e.g., “San Francisco” not “SAN FRANCISCO”)
- Keep the city name on a single line

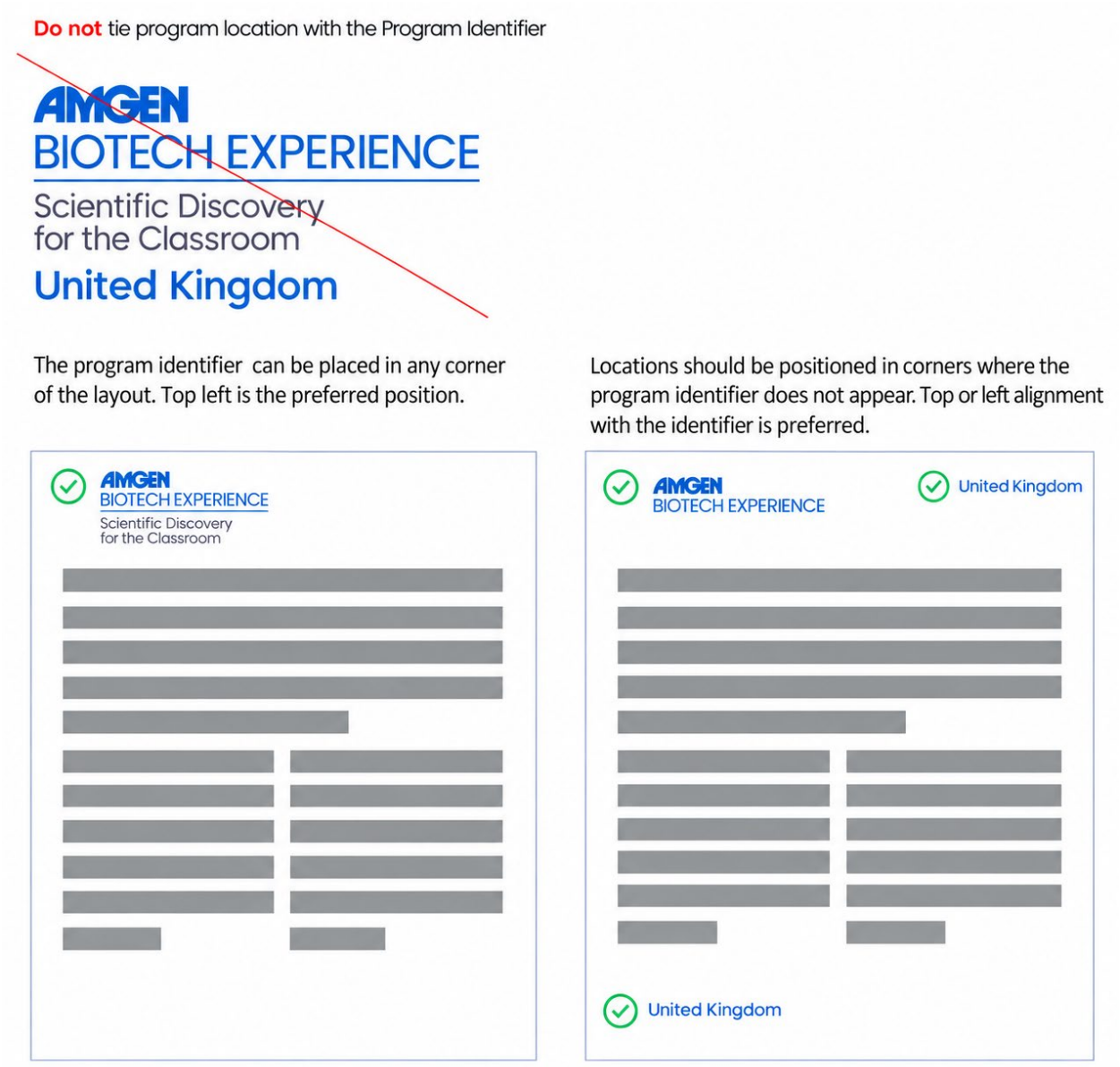
Font Specifications

- Font: Poppins Regular (available from Google)
- Font Size: Match the tagline font size
- Tracking: 0
- Color: Amgen Blue or white (depending on background color)



Frequency and Priority

Locations should appear only once on each primary page, slide, or communication piece to maintain focus on the program initiative itself.



ABE logo files are available for download through the ABE Press Kit.