

AMERICAN MOUNTAIN GUIDES ASSOCIATION

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During the past two years, the AMGA underwent a significant brand audit. At the end of this, the organization came out with a more solid foundation to its brand, which in turn creates more marketing credibility for our stakeholders, i.e. our members. We developed a new mission, brand platform, and brand identity. With this re-branding, the organization, its members, accredited business, and affiliates get more opportunities to stand out.

We need these branding guidelines to distinguish ourselves as individuals and as an organizational entity. It helps strengthen our image and identity in the marketplace. The new logos were made to enhance credibility for our members, preserve the integrity of the brand, and heighten awareness of the AMGA and our mission. The guidelines are here to protect and strengthen our brand, which is YOUR brand. The AMGA logos were designed to enhance the AMGA's organizational identity and shape the perception and understanding of the guided public. We want to be respectful and recognize the amount time, energy, and money you've invested into the organization.

Our new mission statement is that the AMGA "inspires and supports a culture of American mountain craft." Everyone who is an AMGA member believes in this statement; each of you are an instrumental part of the organization and make a difference when speaking to the public at slideshows, events, and even more so to peers. YOU are the voice of this organization; what you say and do makes a huge difference and influences your clients, friends, and co-workers. Remember that we are all working together with the same goal in mind.

A little background on the re-brand:

We officially released the re-brand in August 2013 and to kick start it, we developed the first annual State of the Guiding Industry Report (SOGI). This was used to create a deeper understanding of the membership, its needs, the growth prospects for professional guiding, and the influence the AMGA and its members have on the guided public. The AMGA also released a revamped Guide Bulletin, written for guides, by guides. This bi-annual magazine will provide members with valuable technical tips and in-depth stories of the guiding life. We also created a new master brand logo, as well as, discipline specific and IFMGA logos to better serve our membership so the certifications will be easily recognizable and distinguishable for members and the public.

The new AMGA master-brand logo was created to tell the AMGA story. There are 17 stripes in our logo to signify that we were the 17th nation to become a member of the IFMGA. The 1979 marks the original date the AMGA was first created in the Moose Bar in Jackson, WY. In addition to the master brand logo, the AMGA has developed new discipline and IFMGA logos. If you'd like to learn more about the re-brand, please read the [press release on our blog](#).

We understand that the process of changing out the logos will be difficult and time-consuming. It is not mandated to change out your old logos, but it will be beneficial for yourself and/or business to have the updated logos, since the old ones will soon be obsolete. We will help however we can to make this a smooth transition for all of you. If you have any questions, please do not hesitate to ask by calling or e-mailing the AMGA office (phone: 303-271-0984 | email: info@amga.com - please use "AMGA logos" in the heading.)



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