



The AMA History Project Presents: The History of the AMA Logo



Created (2011) and Reformatted (03/2014) by JS

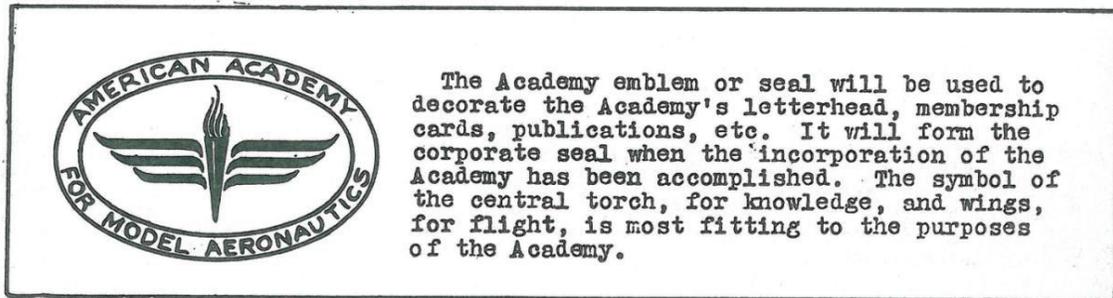
1936-1939

According to the official souvenir publication for the 1986 Nats, Frank Zaic was the designer of the original logo (below). The torch symbolizes knowledge and the wings symbolize flight:



This emblem, reduced to about half the size shown, will be the basis for a pin to be worn by Academy members. These will not be available for distribution immediately but, as soon as received, will be sent to all members.

Image source: August 1936 Model Aviation issue



The Academy emblem or seal will be used to decorate the Academy's letterhead, membership cards, publications, etc. It will form the corporate seal when the incorporation of the Academy has been accomplished. The symbol of the central torch, for knowledge, and wings, for flight, is most fitting to the purposes of the Academy.

Image source: August 1936 Model Aviation issue

The below NAA logo was used by NAA and sometimes AMA. Between 1937 and 1939, the AMA logo used was unknown. It possibly could have been the same as the 1936 logo, but we cannot be sure either way with evidence we have:



Image source: 1939 Nat program

1940-1949

The AMA incorporated the NAA logo in early renderings of the AMA tag, since it was a part of the NAA (through October of 1966)



Image sources: (left) B&W logo from Nats program, 1940; also appeared in Model Aviation starting in March 1940. (right) Color logo from decal in museum collection.

1950-1984

The following was used sparingly at least through **1988**:



Image source: Model Aviation, September 1950

This is an example of color variation in logo:



Image source: Nats program, 1955

1950-1984 (continued)

An example of color and wing-length variation in logo:



Image source: Nats program, 1967

A 1981 example of color and wing-length variation in logo:



Image source: Model Aviation, 1981

1985-1986

Used for the 50th anniversary:



Image source: AMA letterhead, 1985

1980s

The following logo was used at least from **1985-1987**.
It was used on letterhead and the glass over the door of the Reston headquarters:



Image source: AMA letterhead, 1987

Early 1990s



Image source: Model Aviation, July 1991

<1992-2008

These two logos were utilized at least by 1992, and maybe even earlier.
Notice a slight variation on the font in “since 1936” from the early 1990s logo.

This logo lasted through 2008:



Image sources: (left) Nats Program, 1996; (right) Model Aviation, 1992

1996



Image source: "Sixty Years" anniversary article, Model Aviation, 1996.

2000s



Image source: AMA Supply and Service, 2008

2009-Today



Image source: AMA Marketing Department, 2009

2011

AMA's 75th Anniversary logo:

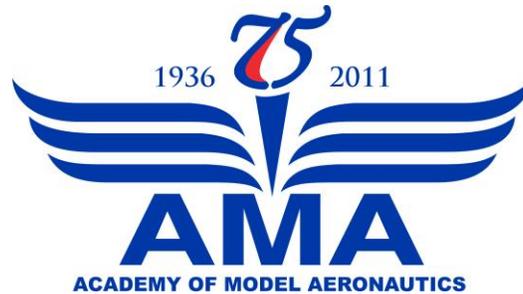


Image source: AMA Website, 2011

2010-Today

AMA logos for the AMA's Get the Bug campaign:



Image sources: AMA Website, 2010(left) and 2013 (right)

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