

ANNA MARIA COLLEGE STYLEGUIDE

BRAND GUIDELINES 2.22.21

FULL COLOR LOGO



BLACK LOGO



KNOCKED OUT LOGO

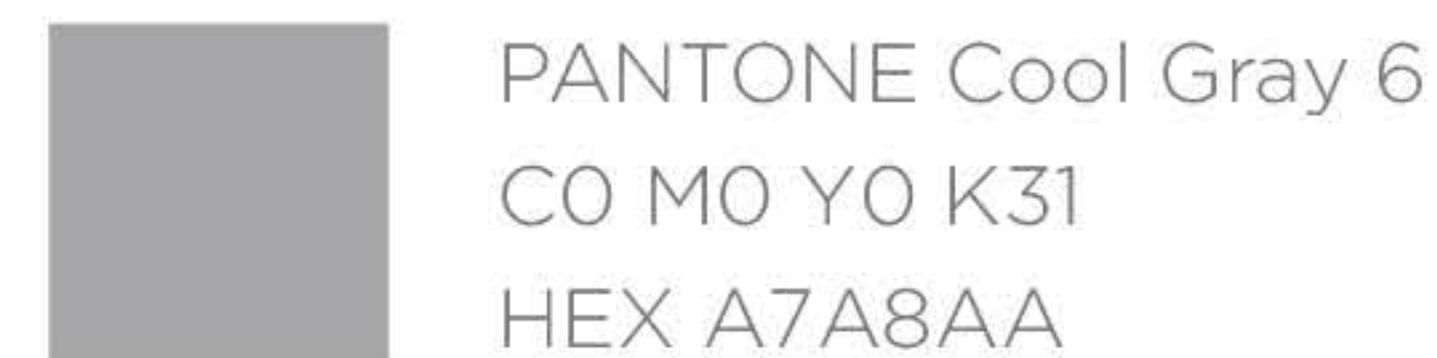
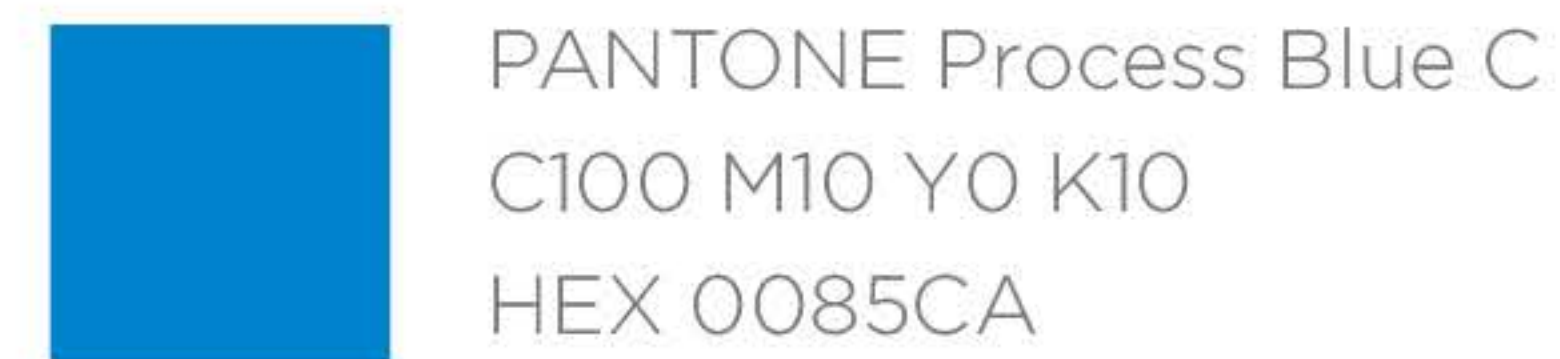


Full color logo should be used on white or no more than 20% black backgrounds, otherwise, the knocked out version of the logo should be used on darker backgrounds. The black logo can be used in 1 color scenarios.

PRIMARY COLORS



SECONDARY COLORS



TYPOGRAPHY (PREFERRED)

**ANNA MARIA
COLLEGE**

Stacked type, Gotham Medium ANNA MARIA
type with Gotham Book COLLEGE type

SECONDARY TYPOGRAPHY

Something Greater.

Farnham Display

TYPOGRAPHY

ANNA MARIA COLLEGE

Full College name in single line, using Gotham Medium



75th Anniversary Logos in CMYK, Black, and knocked out. For use in calendar year 2021 only. This logo is meant to replace the traditional logo during the anniversary.

ANNA MARIA COLLEGE SOCIAL MEDIA

HANDLES AND HASHTAGS 2.22.21

HANDLES

HASHTAGS

ANNA MARIA COLLEGE

Facebook: @annamariacollege
Instagram: @goannamaria
Twitter: @goannamaria
LinkedIn: Anna Maria College
YouTube: Anna Maria College

STANDARD

#annamariacollege
#amc75
#goamcats
#amcatnation
#ringthebell

ANNA MARIA COLLEGE ATHLETICS

Facebook: @goamcats
Instagram: @goamcats
Twitter: @goamcats

EVENT SPECIFIC

#commencement2021
#weekofgiving
#homecoming2021



QUESTIONS?

Meaghan Hardy-Lavoie
Digital Media Manager
mhardylavoie@annamaria.edu
508.849.3495
www.annamaria.edu