

ANNA MARIA COLLEGE STYLEGUIDE

BRAND GUIDELINES 2.22.21

FULL COLOR LOGO



BLACK LOGO

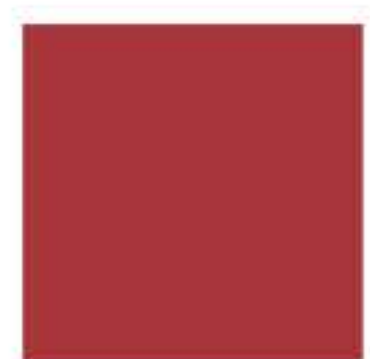


KNOCKED OUT LOGO



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



PANTONE 1807
CO M100 Y96 K28
HEX A4343A



PANTONE 130
CO M30 Y100 K0
HEX F2A900



PANTONE 7622
CO M97 Y89 K45
HEX 93282C

SECONDARY COLORS



PANTONE 295
C100 M57 Y0 K40
HEX 002855



PANTONE 646
C65 M30 Y0 K11
HEX 5E8AB4



PANTONE 1795
CO M94 Y100 K0
HEX D22630



PANTONE Process Blue C
C100 M10 Y0 K10
HEX 0085CA



PANTONE Cool Gray 9
CO M1 Y0 K51
HEX 75787B



PANTONE Cool Gray 6
CO M0 Y0 K31
HEX A7A8AA



PANTONE 141
CO M19 Y51 K0
HEX FFD18B

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?

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