



ACOUSTIC**NEUROMA**ASSOCIATION
Identity Guidelines 2019

www.anausa.org

Introduction

The Acoustic Neuroma Association (ANA) Identity Guidelines are designed to provide a simple and clear set of standards for the outward expression of the association.

The following pages detail elements of our identity and how to use them to ensure consistency across all digital and print platforms.

If you have any questions about these guidelines, please email development@anusa.org or call the Acoustic Neuroma Association at 770.205.8211 and ask for a member of Development.

ICON



ACOUSTIC **NEUROMA**
ASSOCIATION

WORDMARK

Logo

Our logo is the most visible representation of the association. It must be used consistently and only in the approved formats listed in these guidelines.

The Master logo is center aligned and includes an icon on top of the wordmark. “Acoustic” and “Neuroma” are presented as one word with different font weights to provide visual distinction. “Association” is centered underneath “Acoustic” and “Neuroma” to complete the wordmark.

It is permitted to use the wordmark without the icon.

The icon is a brain with a right-side heart used to represent the site of an acoustic neuroma.

It is permitted to use the icon without the wordmark only when “Acoustic Neuroma Association” is written out fully on the same document or graphic.

Logo Variations and Sizing

In order to accommodate varying space limitations, our logo has several configurations:

- Icon on top, two lines
- Icon on side, two lines
- Icon on side, one line

The Master logo (Icon on top, two lines) is the primary logo. Use the Icon on side, two lines or Icon on side, one line logos only in instances when vertical space is restricted.

To maintain visibility, ANA's logo should maintain a clear space of .5 inch and no smaller than .5 inch in print and digital communications.



ACOUSTIC**NEUROMA**
ASSOCIATION

Icon on top,
two lines



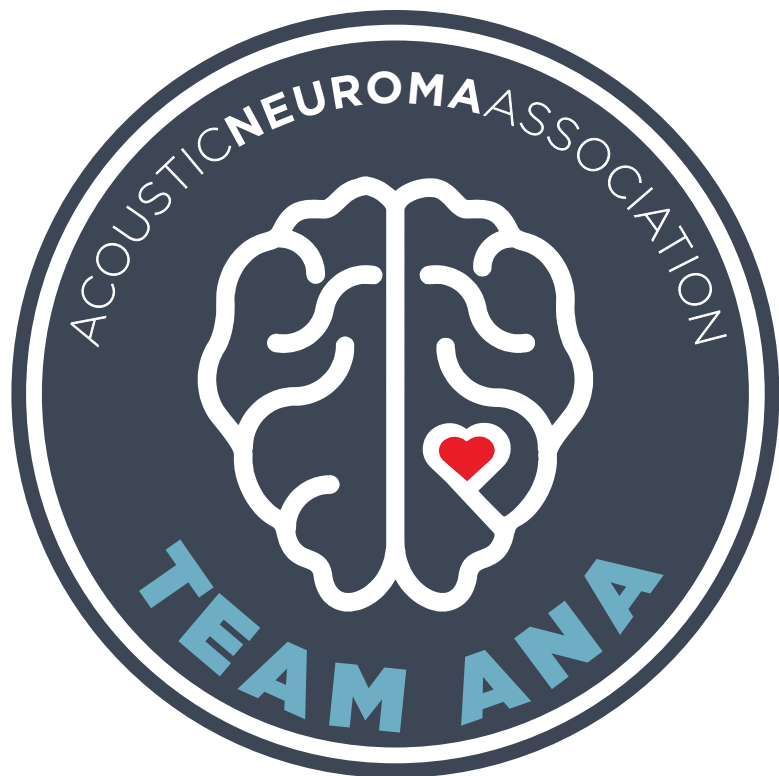
ACOUSTIC**NEUROMA**
ASSOCIATION

Icon on side,
two lines



ACOUSTIC**NEUROMA**ASSOCIATION

Icon on side,
one line



Team ANA Emblem

The Team ANA emblem was created to provide volunteer ANA fundraisers with a unique graphic that represented their affiliation with ANA and designated their involvement as a fundraiser.

The Team ANA emblem is available by request to volunteers who fundraise for ANA. The emblem is the only instance where the icon can be adjusted to showcase the heart on the left or right side.

Legacy Society Logo

The Legacy Society logo is used in marketing Planned Giving efforts for ANA. The logo includes a wordmark in ANA's approved serif and sans serif font, with the use of the ANA icon to replace the "o" in Society.

Centered underneath "Legacy Society" is the Icon side, one line ANA logo wordmark.



C77 M65 Y47 K34
R62 G71 B86
3E4756
ANA NAVY

C57 M17 Y16 K0
R109 G174 B198
6DAEC6
ANA SKY BLUE

C51 M35 Y30 K1
R133 G148 B160
8594A0
ANA GRAY

C3 M100 Y96 K0
R230 G30 B41
E61E29
ANA RED

C60 M0 Y12 K0
R80 G198 B220
50C6DD
ANA TURQUOISE

Color Palette

As the only patient organization dedicated to acoustic neuroma in America, ANA's color palette incorporates modern hues of red, white, and blue to mimic the historic color palette of the United States.

ANA's primary color is Navy and should occupy a minimum of 70% of print and digital applications.

ANA's secondary colors are Sky Blue and Gray and should occupy a maximum of 20% of print and digital applications.

ANA's tertiary colors are Red and Turquoise and should highlight elements that need to stand out from the muted primary and secondary colors. They each should occupy no more than 5% of print or digital applications.

Logo Colors

ANA's logos can appear in the following colors:

- Navy icon with a red heart, navy wordmark
- White icon with a red heart, white wordmark
- Black icon, black wordmark
- White icon, white wordmark



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Font

ANA font choices reflect a clean, modern look in print and digital communications efforts. A sans serif option is available as the primary font of choice. A serif option is presented to expand creative expression. Arial font is the web-safe, free alternative.

SANS SERIF

Gotham Thin

Gotham Extra Light

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Gotham Black

Gotham Ultra

SERIF

Archer Pro Hairline

Archer Pro Thin

Archer Pro Extra Light

Archer Pro Light

Archer Pro Book

Archer Pro Medium

Archer Pro Semibold

Archer Pro Bold

Photography

ANA photography should reflect real people in natural settings. Stock photography is permitted if it does not appear overly-staged or unnatural.

ACCEPTABLE



UNACCEPTABLE

