

ANA

**BRAND
GUIDELINES**

OVERVIEW

ABOUT THE ANA

Since 1910, the ANA has commanded the industry agenda, enhanced career development, and advanced the interests of marketers.

POSITIONING STATEMENT

Driving growth for you, your brands, our marketing industry.

BOILERPLATE

The ANA's mission is to drive growth for marketing professionals, for brands and businesses, and for the industry. Growth is foundational for all participants in the ecosystem. The ANA seeks to align those interests by leveraging the 12-point ANA Growth Agenda, which has been endorsed and embraced by the ANA Board of Directors and the Global CMO Growth Council. The ANA's membership consists of more than 1,600 domestic and international companies, including over 1,000 client-side marketers and nonprofit fundraisers and 600 marketing solutions providers (data science and technology companies, ad agencies, publishers, media companies, suppliers, and vendors). Collectively, ANA member companies represent 20,000 brands, engage 50,000 industry professionals, and invest more than \$400 billion in marketing and advertising annually.

ANA GROWTH AGENDA

The ANA Growth Agenda supports the four industry priorities set by the CMO Growth Council. The agenda graphic features the four priorities and the 12 focus areas that enable marketers to meet those priorities. When displayed, this graphic should not be altered in any way. The colors, position, and title must remain intact at all times.

ANA Growth Agenda



LOGO USAGE

PRIMARY (SOLO)

Our logo represents us at the very highest level. It acts as a signature, an identifier, and a stamp of quality. These guidelines detail how to use our logo consistently across all communications. The full color green logo is our preferred version and should be used wherever possible.

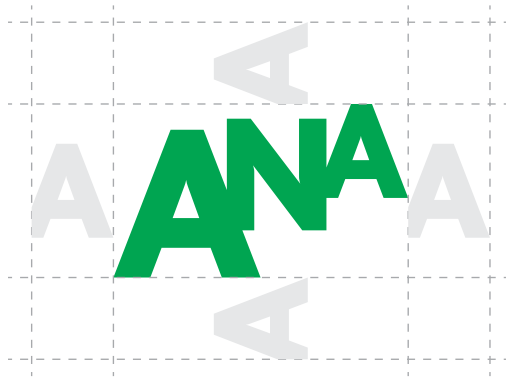
COLOR:



BLACK & WHITE:



CLEARANCE SPACE



Clearance Area: Fit width of smaller A on all four sides

To ensure the legibility of the logo always maintain a minimum clearance space around the logo. The clearance space is the width of smaller A on all four sides. Avoid placing any other objects near the logo.

This isolates the logo from competing elements that may detract attention. The minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

INCORRECT LOGO USE



Do not skew or distort the logo



Do not outline the logo



Do not rotate the logo



Do not lighten the logo



Do not recolor the logo



Do not apply effects on the logo



LOGO USAGE

PRIMARY (WITH TAGLINE)



ANA BUSINESS AND AWARDS PROGRAMS



COLOR PALETTE

Green is at the core of our brand, and everything we create should use that as its foundation. Black, neutral grays, and white space add balance and sophistication to the brand, while bright accents provide energy. Colors can expand or shift from this palette but should always complement the primary green color.

PRIMARY



Pantone 355C
C 100 | M 0 | Y 100 | K 0
R 0 | G 166 | B 81
HEX #00A651



Black
C 0 | M 0 | Y 0 | K 100
R 35 | G 31 | B 32
HEX #231F20



80% Black
C 0 | M 0 | Y 0 | K 80
R 90 | G 90 | B 90
HEX #5A5A5A



Pantone Cool Gray 6C
C 0 | M 0 | Y 0 | K 30
R 186 | G 188 | B 190
HEX #BCBEC0



White
C 0 | M 0 | Y 0 | K 0
R 255 | G 255 | B 255
HEX #FFFFFF

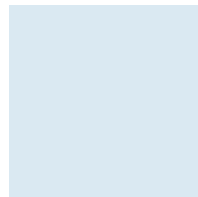
SECONDARY



Pantone Blue 072C
C 100 | M 88 | Y 0 | K 5
R 28 | G 63 | B 148
HEX #1C3F94



Pantone 527D97
C 57 | M 23 | Y 10 | K 31
R 82 | G 125 | B 151
HEX #527D97



Pantone 657C
C 10 | M 1 | Y 0 | K 4
R 216 | G 231 | B 242
HEX #D7E6F0



Pantone EDC632
C 8 | M 19 | Y 92 | K 0
R 237 | G 199 | B 51
HEX #EDC632



Pantone 00AEEF
C 100 | M 0 | Y 0 | K 0
R 0 | G 174 | B 239
HEX #00AEEF



Pantone 9663A9
C 45 | M 71 | Y 0 | K 0
R 150 | G 99 | B 169
HEX #9663A9



Pantone F58220
C 0 | M 60 | Y 100 | K 0
R 245 | G 130 | B 32
HEX #F58220



Pantone BED732
C 30 | M 0 | Y 100 | K 0
R 190 | G 215 | B 50
HEX #BED732

FONTS

TRADE GOTHIC

LIGHT

LIGHT OBLIQUE

REGULAR

OBLIQUE

BOLD

BOLD OBLIQUE

BOLD NO. 2

BOLD NO.2 OBLIQUE

CONDENSED NO. 18

CONDENSED NO. 18 OBLIQUE

CONDENSED NO. 20

CONDENSED NO. 20 OBLIQUE

EXTENDED

BOLD EXTENDED

GOTHAM

THIN

THIN ITALIC

EXTRA LIGHT

EXTRA LIGHT ITALIC

LIGHT

LIGHT ITALIC

BOOK

BOOK ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

BOLD ITALIC

BLACK

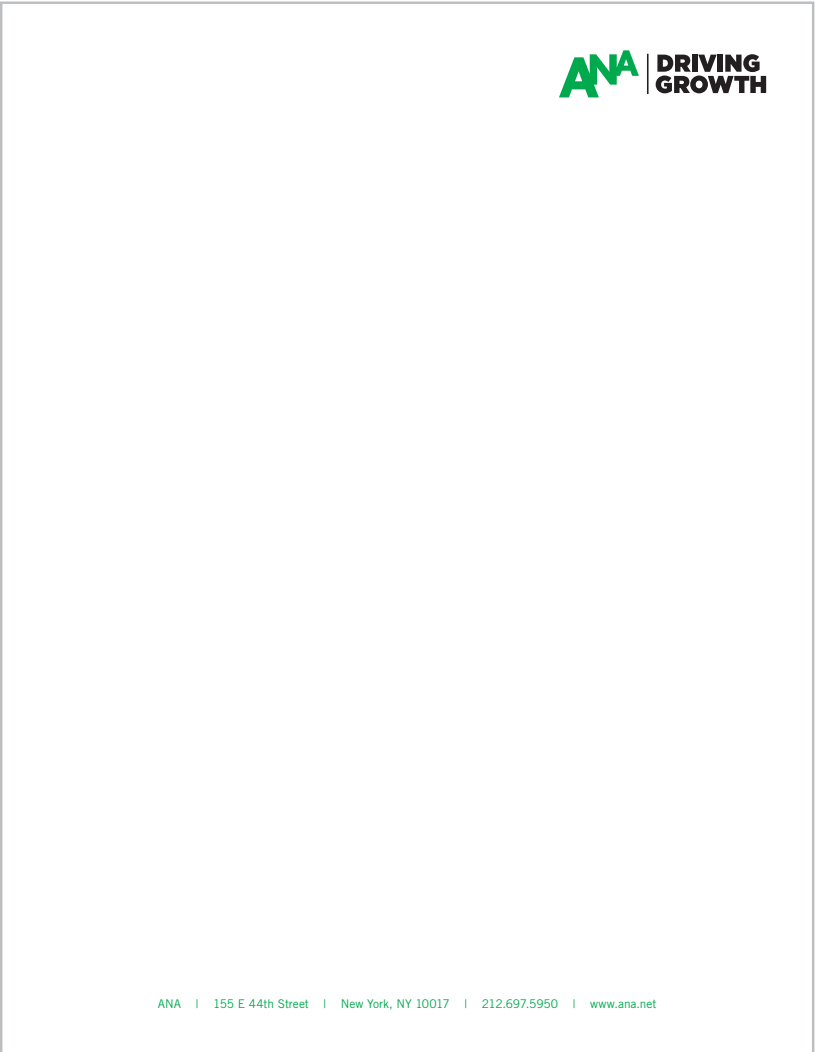
BLACK ITALIC

ULTRA

ULTRA ITALIC

STATIONERY

LETTERHEAD



BUSINESS CARD



ENVELOPE



EMAIL SIGNATURES

FORMATTING

Font Type: Calibri

Font Size: 12 for Name and Last Name
11 for all other fonts

Font Color: Black unless noted otherwise

Hyperlinks: In ANA green, no underline

First and Last Name [Bold, Size 12]

Title, Department | **ANA** [Regular, Size 11]

[ANA's Green RGB mix is Red = 0; Green = 166; Blue = 81]

p xxx.xxx.xxx w [ana.net](https://www.ana.net/) t @ANAMarketers

[Hyperlink: <https://www.ana.net/> and in ANA Green]

[Hyperlink: <https://twitter.com/anamarketers> and in ANA Green]

155 E. 44th Street, NY, NY 10017 [Optional]

[New paragraph, Italic] Example:

A sentence with a call to action to view one of the company's products (with the product name [hyperlinked](#) in the ANA color green).

WITHOUT ADDRESS

First and Last Name

Title, Department | **ANA**

p xxx.xxx.xxx w [ana.net](https://www.ana.net/) t @ANAMarketers

The marketing industry has identified four priorities to drive business growth — explore the [ANA's Growth Agenda](#) to see the resources available to help marketers meet these priorities.

WITH ADDRESS

First and Last Name

Title, Department | **ANA**

p xxx.xxx.xxx w [ana.net](https://www.ana.net/) t @ANAMarketers

155 E. 44th Street, NY, NY 10017

Find the latest intelligence marketers need to drive growth at [ana.net/newsstand](https://www.ana.net/newsstand)

RECOMMENDED TAGLINES

"The marketing industry has identified four priorities to drive business growth — explore the [ANA's Growth Agenda](#) to see the resources available to help marketers meet these priorities. "

"Find the latest intelligence marketers need to drive growth at [ana.net/newsstand](https://www.ana.net/newsstand)"

You are welcome to use a tagline that suits your business unit. Please ensure that it is approved by your department head. Taglines should drive traffic to content that is available to members and non-members.

For instructions on creating an email signature on Outlook, or creating the right RGB color mix for the ANA green, please see the Email Signature template under Marketing and Communications Wiki page.

PHOTOGRAPHY

CONSIDERATIONS

Photography is a strong element of our brand. We're a membership association, so it's important the images we use should feel personal, passionate, and inspirational. It is particularly important that they feel human and approachable.



STOCK IMAGERY

CONSIDERATIONS

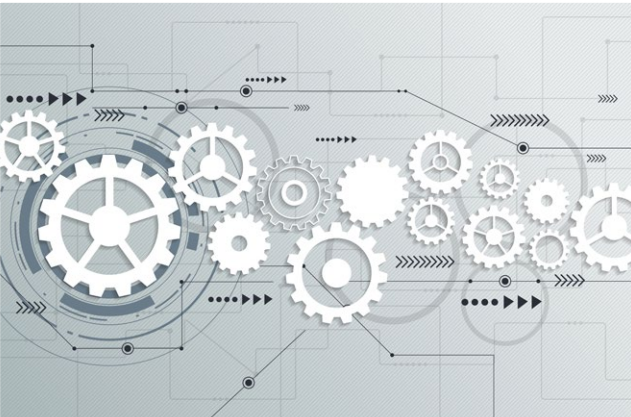
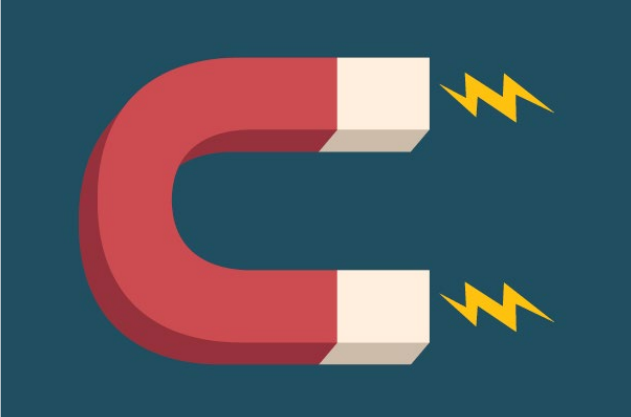
When choosing stock imagery, select images that look candid and genuine. Avoid heavily stylized, generic, and obviously staged shots.



STOCK IMAGERY

CONSIDERATIONS

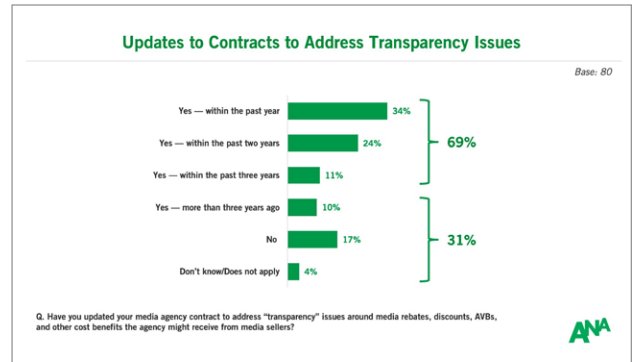
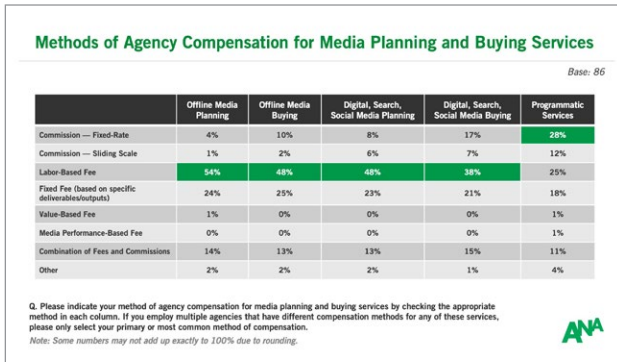
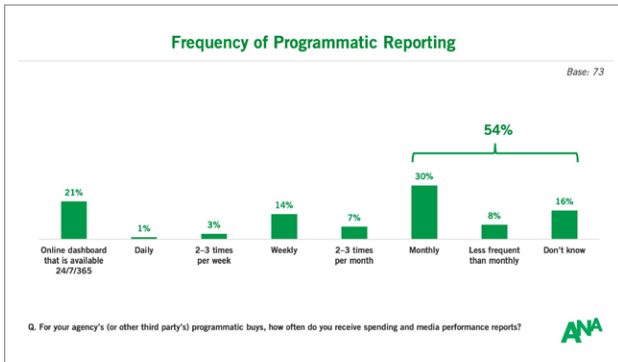
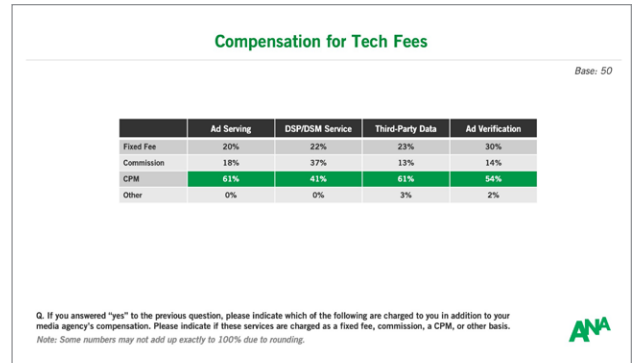
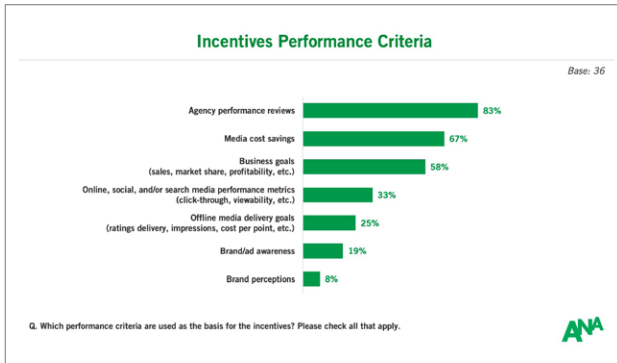
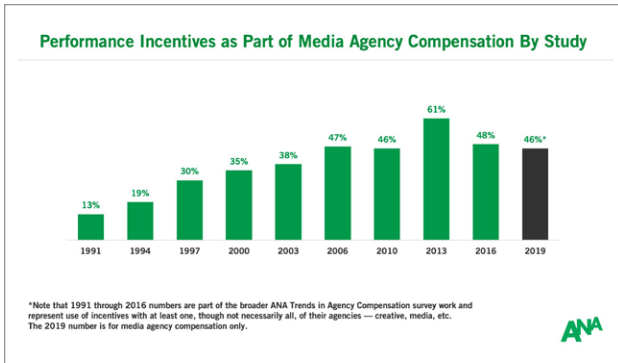
Illustrations should be conceptual. Avoid clip art imagery.



CHARTS

CHARTS

Create charts as flat graphics. Never use drop shadows, gradients, or shading effects. Use colors from the brand palette, but be mindful of how multiple charts look together in a layout.



BRANDING EXAMPLES — SLIDESHARE COVERS

ANA




B2B



BRANDING EXAMPLES — EVENT FLYERS AND POSTCARDS

2019 BRAND MASTERS CONFERENCE

PRESENTED BY 

HOST: **RODZ ARAMS**
ANA Brand Management Committee Chair


FEBRUARY 27–MARCH 1 | HILTON SAN DIEGO BAYFRONT | SAN DIEGO, CALIF.

The 2019 ANA Brand Masters Conference will showcase "Highly Effective Brands that Drive Results." Learn from CEOs and marketing leaders who will share their inspirational approaches to effective results-driven brand marketing that drive sales, profitability, and return on investment. The conference will also showcase winners from the 2018 ANA Awards North America program. The ANA Awards recognize the most effective advertising — advertising that drives results — and their success is to recognize, educate, and encourage effectiveness among the marketing communications industry."

CONFIRMED SPEAKERS INCLUDE:

FCA Oliver Foxton CEO Fiat Chrysler Automobiles	Hilton Mikol Smith-Raney CEO Hilton	T-Mobile Nick Dabbs SVP Marketing T-Mobile	Quicken Loans Cathy Smith CEO Quicken Loans
aetna Dave Edelman CEO Aetna	Procter & Gamble Chris Anderson CEO Procter & Gamble	AT&T Jon Taylor CEO AT&T	KraftHeinz Edwards Lee Global Brand Officer and CEO, U.S. The Kraft Heinz Company
Sony Sandy Roman VP Worldwide Sales Fractal & Gaskin	Medtronic David Dorman CEO Medtronic	Intercept Kevin Kells CEO Intercept Geoparity Fitness	MARS Michelle Bels CEO Mars Petcare

FOR MORE INFORMATION AND TO REGISTER TODAY, VISIT, WWW.ANA.NET/BRAND19PC.



2019 IN-HOUSE AGENCY CONFERENCE

HOST: **JESSICA OPRELA-SABO**
Senior Vice President, Advertising and Content
HOMERESORTS


MARCH 13–15 | THE RITZ-CARLTON, GRANDE LAKES | ORLANDO, FLA.

At the first-ever ANA conference focused exclusively on in-house agencies, you will learn from CEOs, COOs, heads of in-house agencies, and marketing leaders who will provide practical ideas to enhance your in-house agency operations and creative strategy. The conference will also focus on topics important to the overall in-house agency and marketing industry, including process prioritization, building a strong culture and retaining talent, driving cost efficiencies, the future of in-house agencies, and more.

CONFIRMED SPEAKERS INCLUDE:

verizon NANCY CHASE Vice President Chief Communications Verizon Communications USA	theWonderfulcompany DANIEL MERRIN Chief Creative Officer The Wonderful Company (Petaluma Agency)	theCOOP LISA HERRON Chief Executive The Wonderful Company (The Denver Company (The Denver Creative Workshop))	KEVIN BATTIN Chief Executive The Wonderful Company (The Denver Creative Workshop)
Procter & Gamble MIKE BOSS Senior Vice President, Marketing P&G Procter & Gamble	Bank of America CHRISTINA WESSLER Senior Vice President Marketing Bank of America (Charlotte Creative Services)	Walt Disney Parks and Resorts JEAN BATTISTINI Vice President, Global Creative Disney Parks & Resorts (Orlando Office)	JOE SAND Vice President, Operations Disney Parks & Resorts (Orlando Office)
Chobani HELENA SMITH Brand Director Chobani, Inc.	CISCO PATTI COSSANO Brand Director Cisco (The Ranch)	Chobani SELINA WACHSMEYER Chief Creative Officer Chobani	Digitas SCOTT DONATON Chief Creative Officer and General Officer Digitas

FOR MORE INFORMATION AND TO REGISTER TODAY, VISIT, WWW.ANA.NET/INHOUSE19FLVLR.



2019 DIGITAL & SOCIAL MEDIA CONFERENCE

PRESENTED BY 

JULY 24–26 | HILTON SAN DIEGO BAYFRONT | SAN DIEGO, CALIF.




FOR MORE INFORMATION AND TO REGISTER, PLEASE VISIT WWW.ANA.NET/DSM19PC.




2019 BRAND ACTIVATION MARKETING CONFERENCE

ENGAGE. INSPIRE. IMPACT.

MAY 15–17
THE RITZ-CARLTON, GRANDE LAKES | ORLANDO, FLA.



FEATURED SPEAKERS

KEEPING BARBIE RELEVANT AND GROWING — IT'S HER CHILD'S PLAY  LISA MCKNIGHT COO and Global Chief, Barbie Mattel, Inc.	REDEFINING THE MARKETING PLAYBOOK  ALVARO LOUQUE President and CEO Asociación Fran Mexico
--	---

2019 MASTERS OF B2B MARKETING CONFERENCE

MAY 29–31
SHERATON GRAND CHICAGO





Register today at ana.net/B2B19broc.

2019 INFLUENCER MARKETING CONFERENCE

NOVEMBER 20 CONFERENCE KICK-OFF
WarnerMedia, 30 Hudson Yards // New York, N.Y.


NOVEMBER 21
583 Park Avenue // New York, N.Y.

Influencer marketing is projected to be a \$10 billion industry by 2020 (AdWeek). More marketers are increasing their influencer budgets, and they are reporting that the quality of customers and traffic from influencer marketing is better than other sources. Yet it continues to operate within a complex, rapidly evolving ecosystem with rising levels of fraud, changing social media algorithms, and complex attribution and measurement. The first ever national ANA Influencer Marketing Conference is a 1½-day experience designed to help marketers capitalize on its ROI while expertly navigating its hurdles.

CONFIRMED SPEAKERS INCLUDE:

Oldemark Drew McGowan Senior Vice President Oldemark and CIP & Company	CLOBOX Ryan Chantler Brand Strategist Clobox	HubSpot Chris Butler VP Content and Digital File-Loy North America	SaltHub Tamiela Sailer Senior Director, Brand Management SaltHub
SAP Vishala Pritham Head of Global Customer Marketing SAP, Inc.	jetBlue Elizabeth Whitson VP Marketing JetBlue	Endava Cory Phillips Head of Field Marketing, Human Marketing and Digital Engagement Endava Inc.	Go Star Head of Field Marketing Vitalis Car USA

FOR MORE INFORMATION AND TO REGISTER TODAY, VISIT WWW.ANA.NET/INFLUENCER19NYC.



2019 ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

PRESENTED BY 

HOST: **Steve Rubin**
Managing Director, Senior and Strategic Management
T-Mobile Global & Company, Inc.

APRIL 29–MAY 1 | JW MARRIOTT, PHOENIX DESERT RIDGE | PHOENIX, ARIZ.

The annual ANA Advertising Financial Management Conference is the only marketing procurement and advertising financial event of its kind. It brings together top client-side marketing procurement and finance professionals with advertising agency chief financial officers and other key industry stakeholders. The conference provides perspective on delivering greater value to organizations with a focus on efficiencies, cost savings, driving ROI, and more.

CONFIRMED SPEAKERS INCLUDE:

Apple Apple Equipment Chief Marketing and Communications Officer and President, Americas Marketing and Operations	FARMERS Jack Gertner Chief Financial Officer, Marketing Partners Worldwide	AMERIBANK Jeff Smith Vice President, Marketing Americas Branch	FCA Christina Carley Global Head of Sales, Marketing, Brand Equity and Brand Marketing Fiat Chrysler Automobiles
Microsoft John Higgins Senior Director, Global Strategic Marketing and Operations Microsoft	REVLON Marti Rosenbluth Global Head, Worldwide Marketing	VISA Gerald Lee Senior Director, Strategic Sourcing Visa	HERSHEY'S Jeffrey Cook Director, Industry Sourcing The Hershey Company
Venuecity Carl Johnson Executive Venuecity	accenture Blair Whipple Chief Customer Officer Accenture Interactive	RGA Betsy Wickham Vice President Global Chief Strategic Officer RGA	Gray Davis Brand Chief, Arts, Fashion and Co-Founder Studio, Shire, Shire & Partners

FOR MORE INFORMATION AND TO REGISTER TODAY, VISIT WWW.ANA.NET/AFM19AZ.



2019 MEDIA CONFERENCE

PRESENTED BY 

APRIL 10–12
THE RITZ-CARLTON, GRANDE LAKES | ORLANDO, FLA.

FEATURED SPEAKERS INCLUDE:

MAIC PRITCHARD Chief Growth Officer The Pritchard & Curtis Company One All Hand of Efficiency	COURTNEY LAWREN Executive Vice President Wayne	GARY WYWERCHUK CEO LynxMedia	CAROL LINDSEY Head of Brand Management Purigo.com	BOB RADWITZ Executive Vice President Mar, Inc.
---	---	---	--	---

For more information and to register, please visit WWW.ANA.NET/MEDIA19PC.



2019 BRAND MASTERS CONFERENCE

HIGHLY EFFECTIVE BRANDS THAT DRIVE RESULTS

FEBRUARY 27–MARCH 1
HILTON SAN DIEGO BAYFRONT | SAN DIEGO, CALIF.

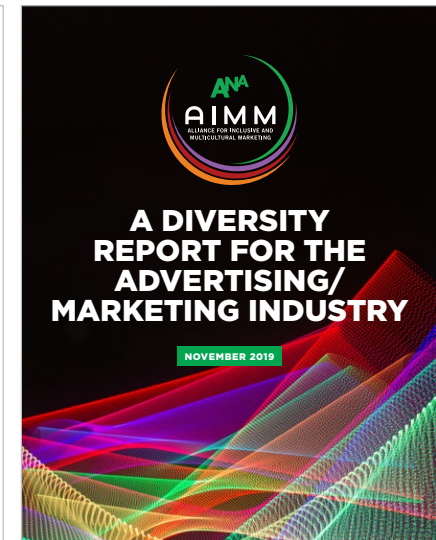
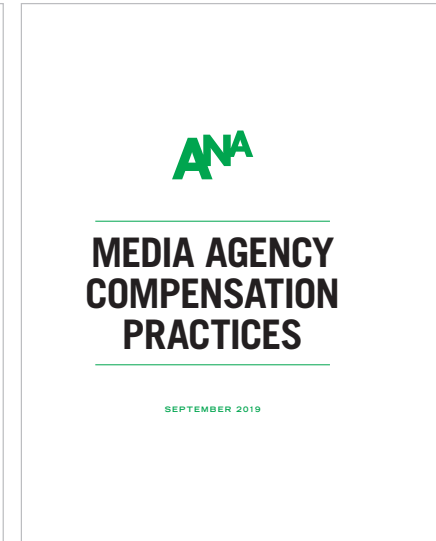
 WWW.ANA.NET/BRAND19PC







BRANDING EXAMPLES – INSIGHT BRIEFS AND WHITE PAPERS



BRANDING EXAMPLES — WEB SLIDERS

ANA Podcast Network

Listen to discussions on the future of marketing, the power of purpose, and marketing's legal implications.

[LISTEN NOW](#)

Right now: Multicultural Marketing & Diversity Conf. (U)

Follow live coverage from San Diego on social media as the conference concludes Friday.

[#ANAMULTI](#)

Discover Your True North Star (U)

[LEARN MORE](#)

ANA CENTER FOR BRAND purpose

2019 Influencer Marketing Conference (U)

November 20-21: Learn how to expertly navigate the hurdles of this booming industry.

[CLAIM YOUR SPOT AT #ANAINFLUENCERMARKETING](#)

The CMO Growth Council and ANA Masters Circle

A 360-degree focus on driving growth for your business.

[VIEW THE 12-POINT GROWTH AGENDA](#)

Best Jobs You've Never Heard Of

Join the movement to market marketing on campus

[CREATING THIS CAMPAIGN IS A JOB](#)

CODING A PROGRAM THAT MAKES THE DOPEST PLAYLISTS POSSIBLE IS A JOB.

ANALYZING TRENDS IN LIP GLOSS IS A JOB.

MAKING SURE ALL VOICES ARE HEARD IS A JOB.

CREATING RAP SONGS ABOUT HAMBURGERS IS A JOB.

GETTING PEOPLE TO ACT ON THEIR TO DO LIST IS A JOB.


BRANDING EXAMPLES — NEWSSTAND WEBPAGE


The screenshot shows a web browser window displaying the ANA Newsstand webpage. The browser's address bar shows 'ana.net'. The navigation bar includes the ANA logo with the tagline 'DRIVING GROWTH', and menu items for Membership, Events, Resources, Committees, Training, and Advocacy & Leadership. A search bar with the name 'Erin Grant' and social media icons for Facebook, Twitter, LinkedIn, and Instagram are also present.


ANA Newsstand


The marketing intelligence marketers need to drive growth.


Editors' Picks


- 


Catering to Gen Z Means Shunning Traditional Marketing
- 

Appealing to Millennial Values
- 

Connecting with the MTV Generation
- 

Giving Boomers the Right Impression
- 

Defining B2B Marketing Success in a Post-Digital Era
- 

How Data Fuels Feeding America
- 

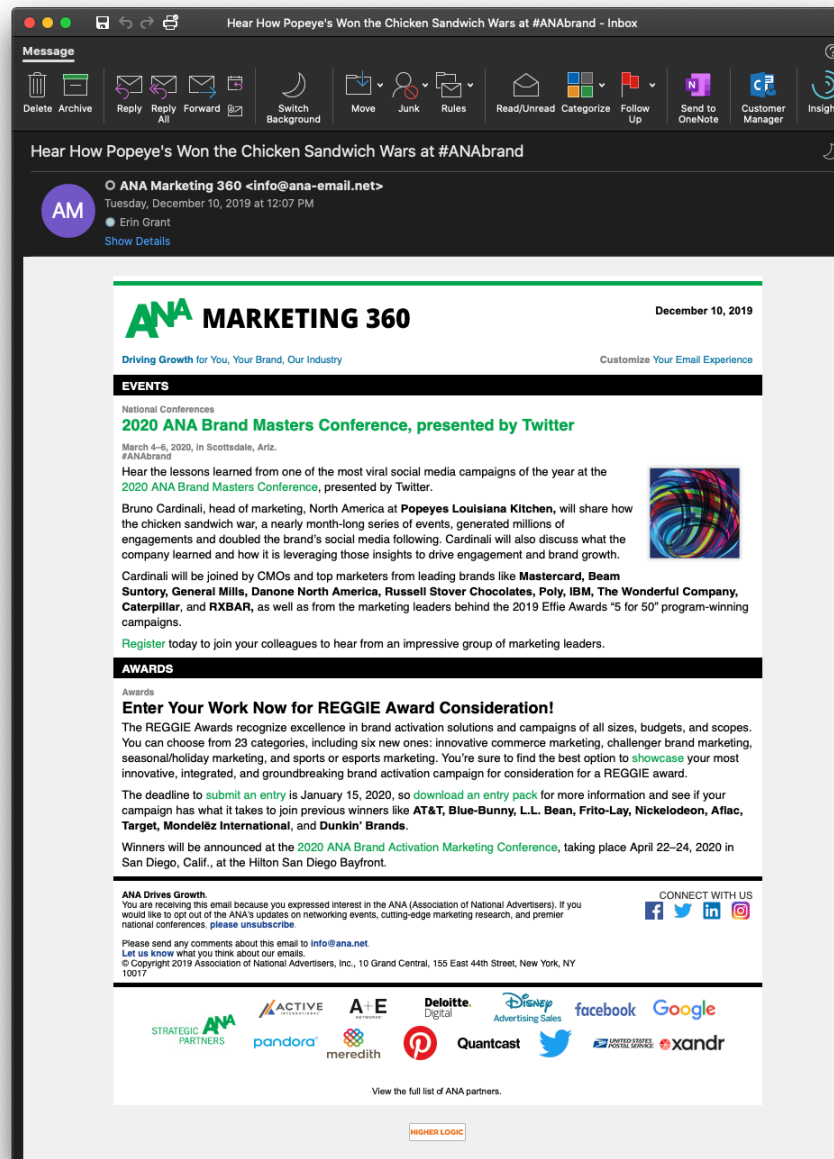
A New Chapter for Independent Bookstores

Read More

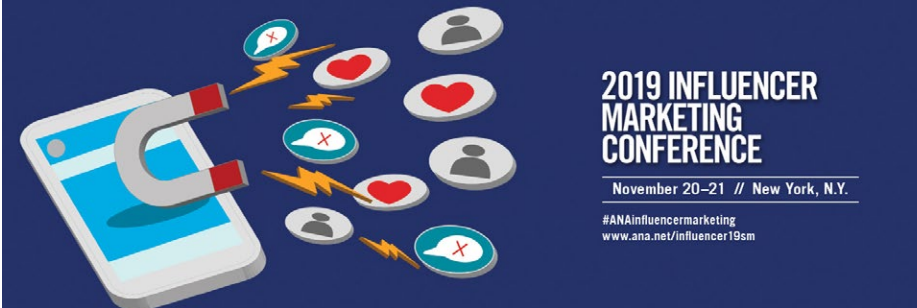
- [ANA magazine](#)
- [B2B Marketer magazine](#)
- [Forward magazine](#)
- [Greater Good magazine](#)

[Submit a Research Request](#)

BRANDING EXAMPLES — MARKETING 360 EMAIL



BRANDING EXAMPLES — SOCIAL MEDIA HEADERS AND POSTS



2019 INFLUENCER MARKETING CONFERENCE

November 20-21 // New York, N.Y.

#ANAINfluencermarketing
www.ana.net/influencer19sm



2019 MASTERS OF B2B MARKETING CONFERENCE

MAY 29-31 // CHICAGO, ILL.

SPEAKERS INCLUDE:

 ALICIA TILLMAN VP, SAP	 DAVID RABKIN VP AND GM, U.S. SMALL AND MID-SIZE ENTERPRISES, AMERICAN EXPRESS	 GARY VAYNERCHUK CEO, VAYNERMEDIA	 JERRY VERGHESE VP, GLOBAL BRAND MANAGEMENT, BOJING	 PENNY PRICE VP, MARKETING SOLUTIONS, LINKEDIN	AND MORE
---	--	---	---	--	-----------------

ANA BUSINESS MARKETING #ANAB2B



2019 DIGITAL & SOCIAL MEDIA CONFERENCE

PRESENTED BY  meredith

JULY 24-26 // SAN DIEGO, CALIF.

#ANADigital | www.ana.net/DSM19sm



2020 ANA DC NONPROFIT CONFERENCE

FEBRUARY 19-21 | WASHINGTON, D.C.

Do you have an idea for an amazing education session?
We want to hear from YOU!

DEADLINE EXTENDED: OCTOBER 9

ANA Nonprofit Federation



2019 ADVERTISING FINANCIAL MANAGEMENT CONFERENCE

PRESENTED BY  ACTIVE INTERNATIONAL

APRIL 28-MAY 1 // PHOENIX, ARIZ.

#ANAAFMM | www.ana.net/AFM19sm



THE 37TH ANNUAL **REGGIE AWARDS**

INNOVATIVE. DISRUPTIVE. IMPACTFUL.

IF THAT DESCRIBES THE TYPE OF BRAND ACTIVATION MARKETING YOU RAN THIS YEAR, GET IT RECOGNIZED.

Entries Now Being Accepted

ANA

BRANDING EXAMPLES – DIGITAL CAMPAIGNS

2019 INFLUENCER MARKETING CONFERENCE

SPEAKERS INCLUDE:

NOVEMBER 20-21
NEW YORK, NY

REGISTER NOW

ANA

2019 INFLUENCER MARKETING CONFERENCE

NOVEMBER 20-21
NEW YORK, NY

SPEAKERS INCLUDE:

ANA

REGISTER NOW

2019 INFLUENCER MARKETING CONFERENCE

NOVEMBER 20-21 // NEW YORK, NY

SPEAKERS INCLUDE:

ANA

REGISTER NOW

2019 INFLUENCER MARKETING CONFERENCE

NOVEMBER 20-21 // NEW YORK, NY

SPEAKERS INCLUDE:

ANA

REGISTER NOW

2019 INFLUENCER MARKETING CONFERENCE

NOVEMBER 20-21 | NEW YORK, NY

ANA

REGISTER NOW

2019 INFLUENCER MARKETING CONFERENCE

NOVEMBER 20-21 | NEW YORK, NY

ANA

REGISTER NOW