



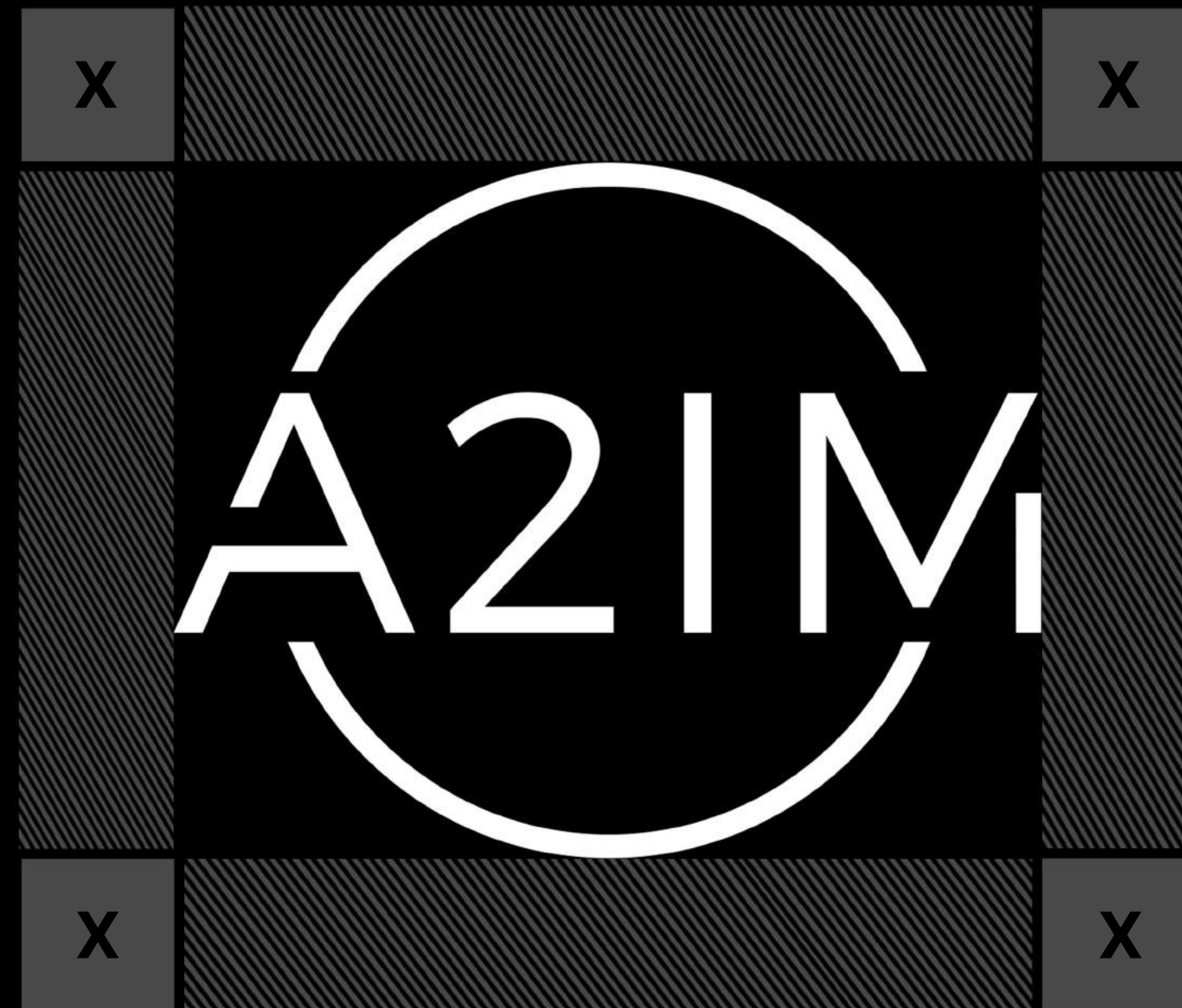
BRANDING GUIDELINES ²⁰²³

LOGO

SECTION 01



There are 2 brand logos



Primary

To be used mainly on digital media





Secondary

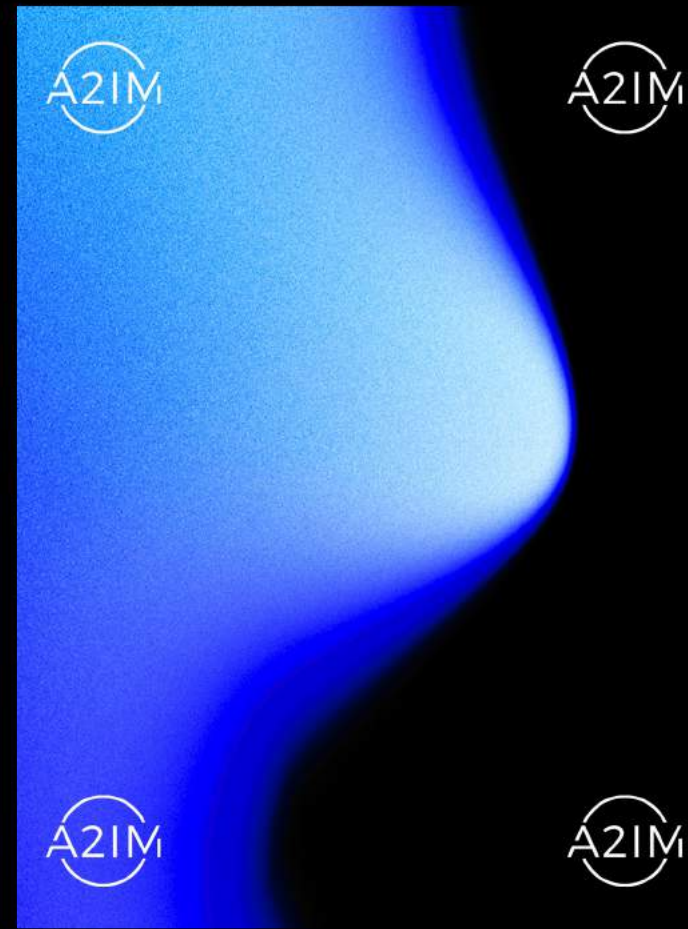
To be used for events and formal materials



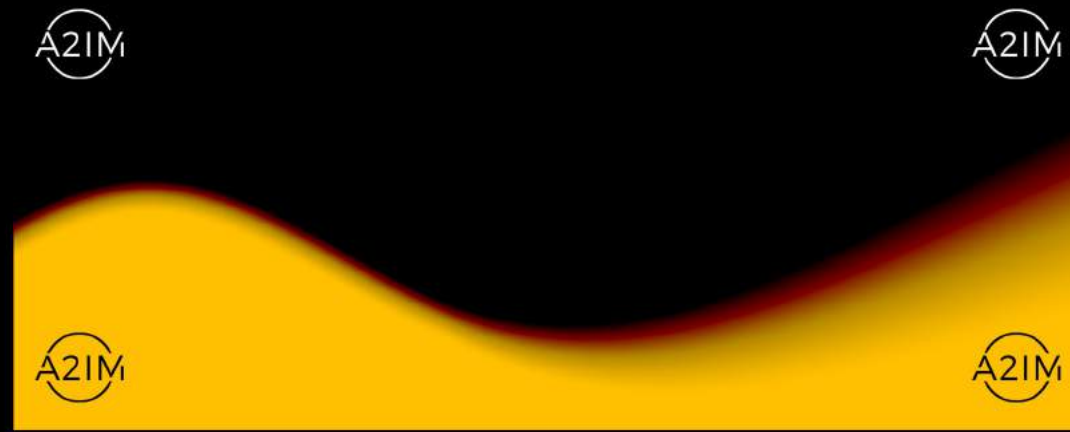
Logo

Treatment

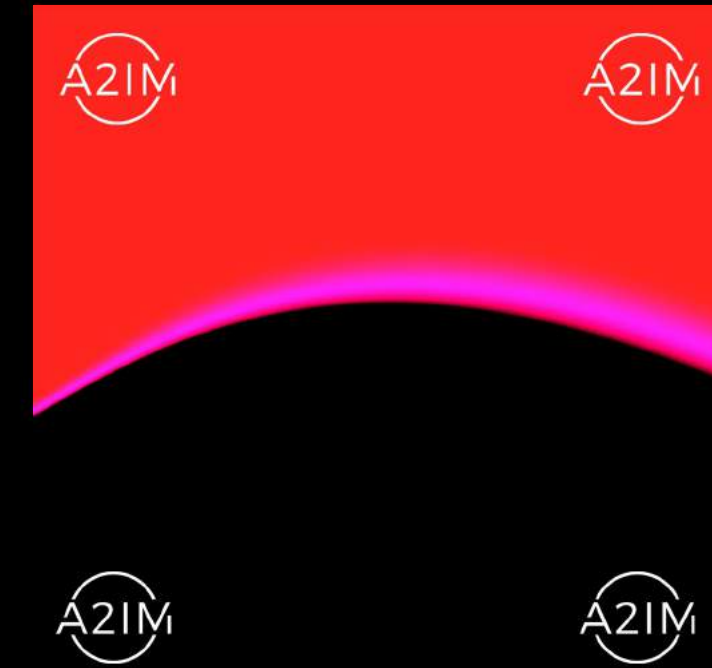
On digital media, the logo should only be placed on either corner. Never place the logos sporadically.



Poster
(1080×1440)



Email Banner
(600×250)



Instagram
(1080×1080)





Posters (1080×1440)

For posters, keeping the A2IM logo in either corner, have it be **300px** wide, allowing space for any headlines, copy or imagery.



Email Banner (600×250)

For email banners, keeping the A2IM logo in either corner, have it be **70px** wide, allowing space for any headlines, copy or imagery.



Instagram (1080×180)

For Instagram posts, keeping the A2IM logo in either corner, have it be **180px** wide, allowing space for any headlines, copy or imagery.

Logo

Treatment

The logo should only be used in white or black, and never altered, angled or tampered with.



COLOR

SECTION 02



Color

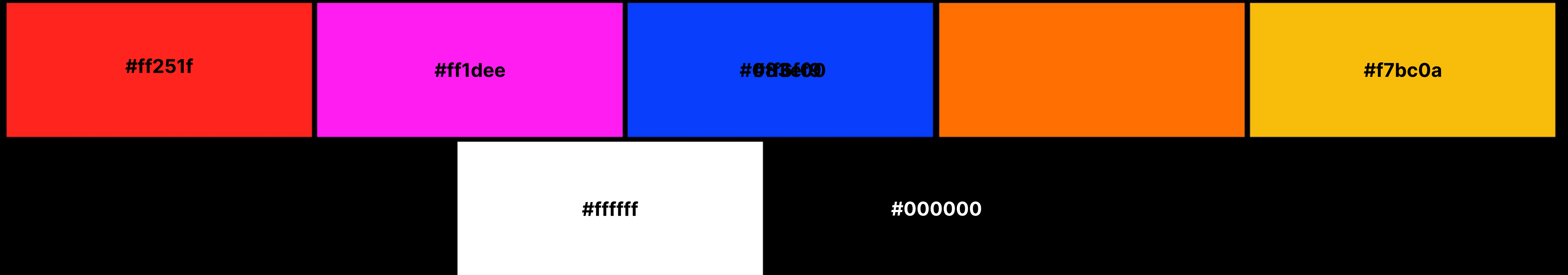
Brand Palette

The new brand palette consists of a red, blue, orange & yellow.

Using these colors as a collective gradient or individual color.

Use the brand palette alongside black and white.

Certain events such as Libera Awards & Indie Week may bring in additional colors.



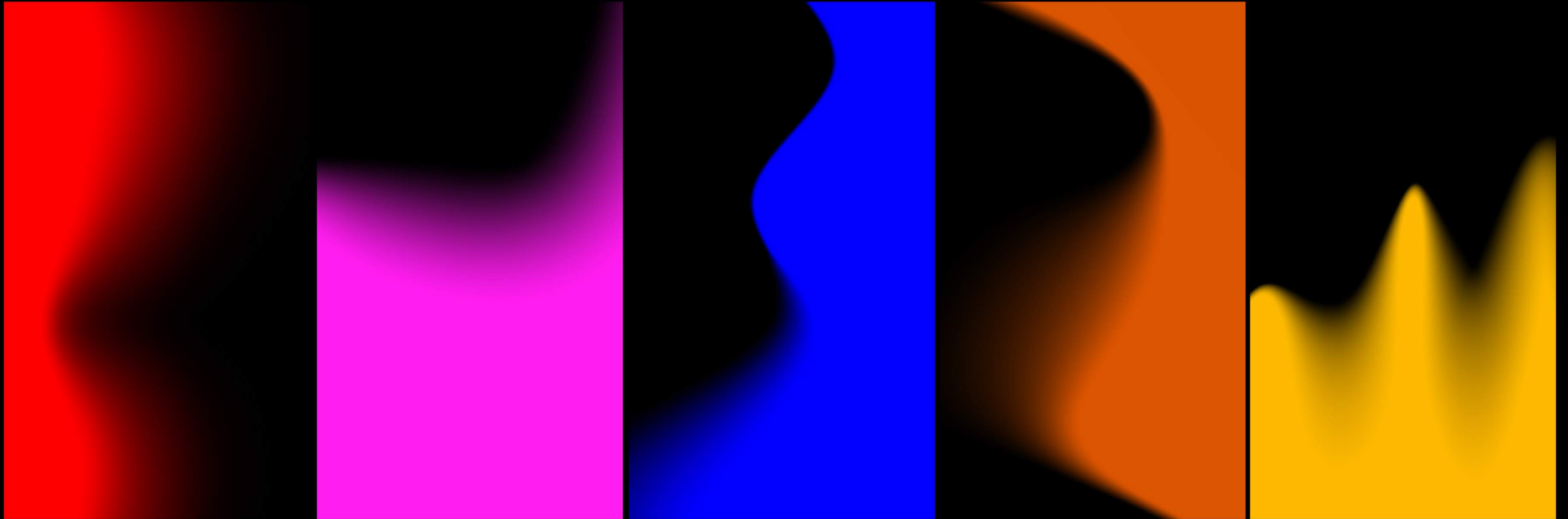
Color

Usage

When using the brand palette, use minimum of 1 brand color and maximum of 4.

The new brand palette will shift towards a gradient theme.

We will keep the backgrounds black.



TYPOGRAPHY

SECTION 03



A2IM



Core Headlines

Sequel Sans Pro

**AMERICAN ASSOCIATION OF
INDEPENDENT MUSIC**



Subheadings

Inter Medium

THE COLLECTIVE VOICE OF INDEPENDENT MUSIC.



Copy

Inter Regular





**WELCOME
NEW
MEMBERS**



NEW MEMBER



JUST CALL ME BY MY NAME
(Label Member)



**WELCOME
NEW
MEMBERS**

Core Headlines

Leading Set the leading **10pt's** lower than the font size.

For example, the font size to the left is **160**, leading is set to **150**.

Tracking Set the tracking to **50pts**

JUST CALL ME BY MY NAME

Subheadings

Leading Set the leading **10pt's** higher than the font size.

For example, the font size to the left is **70pts**
leading is set to **80pts**

Tracking Set the tracking to **50pts**

(LABEL MEMBER)

Copy

Leading

Set the leading to the same size as the font

For example, the font size to the left is **70pts**
leading is set to **70pts**

Tracking

Set the tracking to **0**

A2IM



Core Headlines

Work Sans Black

**AMERICAN ASSOCIATION OF
INDEPENDENT MUSIC**



Subheadings

Rubik Medium

THE COLLECTIVE VOICE OF INDEPENDENT MUSIC.



Copy

Rubik Regular





**WELCOME
NEW
MEMBERS**



NEW MEMBER



JUST CALL ME BY MY NAME
(Label Member)



**WELCOME
NEW
MEMBERS**

Core Headlines

Leading Set the leading **15pt's** lower than the font size.

For example, the font size to the left is **160**, leading is set to **145**.

Tracking Set the tracking to **50pts**

JUST CALL ME BY MY NAME

Subheadings

Leading

Set the leading **10pt's** higher than the font size.

For example, the font size to the left is **70pts**
leading is set to **80pts**

Tracking

Set the tracking to **50pts**

(LABEL MEMBER)

Copy

Leading

Set the leading to the same size as the font

For example, the font size to the left is **70pts**
leading is set to **70pts**

Tracking

Set the tracking to **0**

When pairing type with the brand palette & brand elements, certain colors work better than others.



BRAND ELEMENTS

SECTION 04



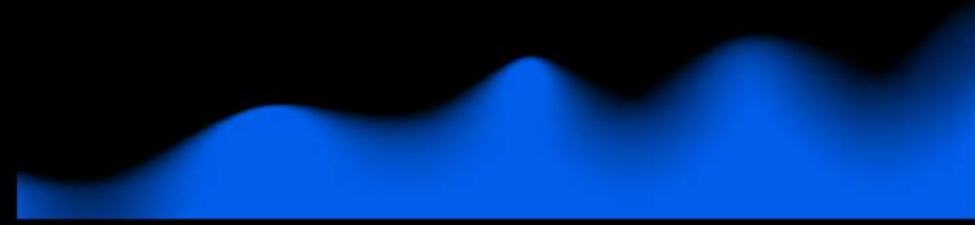
Brand Elements

Shapes

We will be using various styles of "waves" to create new shapes for the brand.

We will be using the brand palette to color the waves on top a black background.

The waves can be stretched, shrunk, expanded to constantly create new graphics.



Brand Elements

Element Composition

Using the waves, play with the proportions and directions, moving around any imagery or type.

The waves provide a cohesive image across different assets.

Playing with the proportions be mindful of spacing for images and any type.



PHOTOGRAPHY

SECTION 05



Photography

Coloring

When choosing photographs, include photos with a solid background.

If not the case, revert photos to a black and white.

This will deter any graphics from being too “busy” and keep the brand palette visible.



Photography

Composition

When applying the brand elements over any photograph, keep the element along the sides.

Never take up more than 25% of the graphic.
Keep the headlines or photograph as the main focus.



BRANDING GUIDELINES

VISUALIZATION

SECTION 06



A2IM

INTRODUCING

ARTIST PRO

BUILT FOR INDEPENT RECORDING ARTISTS

A2IM



NEW INDIE RELEASE FRIDAY

LAUFEY - "LOVESICK"

A2IM

WELCOME NEW MEMBERS

A2IM



FEATURED EXECUTIVE


JESSICA VAUGHN

HEAD OF SYNC, VENICE MUSIC
PRESIDENT, HEAD BITCH MUSIC

A2IM

MUSIC INDUSTRY JOBS

INDEPENDENT MUSIC JOBS!


	Junior Accountant New York Based - Hybrid ABKCO Music & Records, Inc.	New 9/17/2023
	Project & Label Manager - US IDOL	New 9/16/2023
	Director of Projects, North America Secretly Group, Inc.	9/5/2023
	INDIE LABEL PRODUCT COORDINATOR administrative support, asset management, product coordinator, content creator Bright Antenna Records	8/30/2023

A2IM

A2IM ASSOCIATE MEMBER HIGHLIGHT



A2IM



CELEBRATING 50 YEARS OF HIP-HOP

A2IM

A2IM FW23 MENTOR PROGRAM

APPLICATIONS NOW OPEN



