

2026 A2IM BRAND GUIDELINES

MENTIONS OF A2IM

- **A2IM** - all capitalized, NEVER a2im, A2iM, A2im
 - **Full name:** American Association of Independent Music
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OFFICIAL SOCIAL ACCOUNTS

Website: a2im.org

LinkedIn: [American Association of Independent Music](https://www.linkedin.com/company/american-association-of-independent-music)

Instagram: [@A2IM](https://www.instagram.com/A2IM)

Facebook: [A2IM](https://www.facebook.com/A2IM)

X: [@a2im](https://twitter.com/a2im)

HASHTAGS

A2IM hashtags: #A2IM #StayIndie #IndependentMusic
#AmericanAssociationofIndependentMusic

SLOGANS & MISSION

- The collective voice of independent music.
 - Protecting and promoting the value of independent copyright since 2005.
 - 20 Years of Independents.
 - A2IM's Mission is to promote growth, awareness, and opportunities for independent music through advocacy, education, and community
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LOGOS & USES

Our logo is purposefully BOLD and meant to be recognizable across any backdrop, both digitally and in print. In most cases, our black logo is preferred as it offers more brand visibility. [LOGOS AVAILABLE FOR DOWNLOAD HERE](#) in both vector and png files.

- Our WHITE logo should ideally be displayed on a dark background or against our brand colors.
- Our BLACK logo should ideally be displayed on light backgrounds or on parts of images that allow high contrast for clear logo visibility.

FULL A2IM NAME - BLACK (1200x400px)

The logo consists of the letters 'A2IM' in a very bold, black, sans-serif font. Below this, the full name 'AMERICAN ASSOCIATION OF INDEPENDENT MUSIC' is written in a smaller, all-caps, black, sans-serif font.

A2IM
AMERICAN ASSOCIATION OF INDEPENDENT MUSIC

For use on a white or light background, on both printed and digital materials.

FULL A2IM NAME - WHITE (1200x400px)

The logo consists of the letters 'A2IM' in a very bold, white, sans-serif font. Below this, the full name 'AMERICAN ASSOCIATION OF INDEPENDENT MUSIC' is written in a smaller, all-caps, white, sans-serif font. The entire logo is set against a solid black rectangular background.

A2IM
AMERICAN ASSOCIATION OF INDEPENDENT MUSIC

For use on a black or dark background, on both printed and digital materials.

A2IM - BLACK (1200x400px)

The logo consists of the letters 'A2IM' in a bold, sans-serif font. The 'A' is a simple triangle with a horizontal bar. The '2' is a thick, rounded shape. The 'I' is a vertical bar with a horizontal bar at the top. The 'M' is a simple shape with a vertical bar on the left and a diagonal bar on the right.

For use on a white or light background, mainly for digital use.

A2IM - WHITE (1200x400px)

The logo consists of the letters 'A2IM' in a bold, sans-serif font, rendered in white. The 'A' is a simple triangle with a horizontal bar. The '2' is a thick, rounded shape. The 'I' is a vertical bar with a horizontal bar at the top. The 'M' is a simple shape with a vertical bar on the left and a diagonal bar on the right.

For use on a black or dark background, mainly for digital use.

Additional Guidelines

- Avoid changing the color of our logo on any digital or print materials.
 - Do not place logo diagonally on digital assets
 - If placing our logo on a colorful background, please ensure there is high contrast.
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A2IM BRAND COLOR PALETTE



TYPOGRAPHY

Typeface 1: Georgia

- Used only for headlines

Typeface 2: Inter - Regular

- Used for subheadings and body copy
- Bold version can also be used for headlines