



ANA Co-Marketing Compliance Guide

Version 1.0 — Effective October 2025

Last Updated: October 1, 2025

Audience: Authorized Partners, Distributors, Strategic Accounts, Media Collaborators

Overview

The ANA Co-Marketing Compliance Guide outlines the branding standards, content approval process, and enforcement measures that apply to all co-branded marketing, digital content, and promotional campaigns involving ANA, ANA Energy™, AIRMAN®, EBOSS®, or Journey to Zero®.

This guide ensures consistency, accuracy, and professionalism across all partner communications.

1. Eligibility for Co-Marketing

To participate in co-marketing with ANA, partners must meet the following criteria:

- Be an Authorized Dealer, Distributor, or Strategic Account in good standing.
 - Have a current Partnership Agreement or NDA on file with ANA.
 - Comply with ANA's sales, service, and brand representation standards.
 - Have marketing capabilities to distribute campaigns and a designated marketing contact for collaboration
-

2. Brand Representation Standards

Naming & Logo Use

- Use only official ANA logos (horizontal or vertical formats) from the brand kit.
 - Do not alter, recolor, distort, or place logos on backgrounds that affect visibility.
 - Maintain proper clear space and minimum sizing.
-



- Use only approved variants: ANA, ANA Energy™, EBOSS®, Journey to Zero®.
- For AIRMAN, MAC3, or product line logos, contact marketingsupport@anacorp.com.

Important: The ANA Energy and Journey to Zero® logos are strictly reserved for Marketing use only. They must not appear in partner collateral without prior ANA Marketing approval.

Visual Identity

- Adhere to ANA's official color palette, typography, and layout structure.
- Use black, white, and gray as primary foundations. Accent colors (Burning Red, Energy Green) should be applied sparingly.
- Avoid any unapproved design elements or speculative product imagery.

Voice & Tone

All co-branded content should reflect ANA's **brand personality**:

- **Expertise:** Clear, authoritative, and technically accurate.
- **Innovation:** Forward-looking and solution driven.
- **Trust:** Professional, confident, approachable.

Tone should be **informative and respectful**, avoiding jargon, exaggeration, or unsupported claims

3. Content Approval Process

All partner-created ANA content **must be submitted for approval prior to publication**.

Submission Steps

1. **Complete the ANA CoMarketing Request Approval [Form](#)**
2. **Email** all required materials to marketingsupport@anacorp.com.
3. Use the subject line format:
4. [Your Company Name] - ANA Co-Marketing Content Approval
5. **Attach** all relevant assets:
 - Final copy or text
 - Draft visuals, PDFs, or staging URLs
 - Intended use/platform
 - Campaign schedule and target audience
 - Partner point of contact



Review Timeline

ANA requires a minimum of 5 business days to review and approve submitted materials. Campaigns must not go live until written approval is received.

4. Content Restrictions

The following uses are **not permitted** without ANA's prior written approval:

- Recoloring, cropping, or modifying ANA logos
 - Creating standalone partner product pages for ANA units
 - Using unapproved or speculative imagery/specifications
 - Publishing outdated or misleading product information
 - Bundling ANA products with unapproved third-party offerings
 - Making exaggerated or unsupported performance claims
-

5. Post-Publication Monitoring

ANA reserves the right to audit partner content at any time.

If content is found to be non-compliant, ANA may issue immediate takedown requests. Partners are expected to respond promptly and make required corrections to maintain co-marketing privileges.

6. Non-Compliance Policy

Severity	Description	Action
Minor	First-time or inadvertent deviation	Written revision request and guidance
Moderate	Repeat or misleading use	Temporary suspension of co-marketing activities
Severe	Brand misuse or refusal to comply	Formal warning and potential review of partner status



ANA may revoke **co-marketing privileges** or **partnership benefits** for repeated or severe violations

7. Support & Resources

Need help applying ANA's brand correctly or submitting your content for review?

Email : marketingsupport@anacorp.com

Phone : 1-562-450-3570

Related Resources:

- [Download ANA Brand Guidelines – 2025 Edition \(PDF\)](#)
- [Co-Marketing Content Approval Request Form](#)
- [Partner Branding Examples](#)