



NECA Brand Guidelines

www.necanet.org

Purpose of This Guide

The NECA brand represents the strength, professionalism and leadership of the electrical construction industry. Consistent use of NECA's visual identity and messaging strengthens recognition, credibility and trust across the industry.

These guidelines provide standards for the use of NECA's logos, visual identity, messaging and digital presence that include all:



**Branded
Materials**



Graphics/Imagery



Photos/Videos



**Social Media
Accounts**



Websites

They also outline processes for requesting branded assets and guidance for creating materials that represent NECA.



Who These Guidelines Apply To

NECA National Staff (Required)

These standards apply to all NECA National staff including:

- **Field Representatives**
- **Executive Regional Directors**
- **National staff producing external communications**

As official representatives of the national organization, these individuals are required to follow these branding standards when creating or distributing on behalf of NECA National.

NECA Chapters

While NECA Chapters operate as independent legal entities and can design their own messaging, the use of the NECA National logo must adhere to these branding standards.

Chapters are strongly encouraged to reference these standards when:

- **Referencing NECA National**
- **Collaborating on joint initiatives**
- **Promoting NECA National programs or events**

Consistent visual alignment helps strengthen the national NECA brand across the electrical construction industry and proves cohesiveness.

Creating Branded Materials

Whenever possible, NECA National staff should use existing templates or assets rather than creating materials from scratch.

The NECA Public Relations team maintains approved templates and graphics that ensure brand consistency.

Available assets include:

- **Event graphics**
- **Social media templates**
- **PowerPoint templates**
- **Brochures and one-pagers**
- **Official logos**
- **Press release templates**
- **Websites**
- **MARQ templates for local customization**

To request assets or templates, contact: publicaffairs@necanet.org



Asset Request Process & Timeline

To ensure brand consistency and quality, the NECA Public Relations team requires adequate time to produce or provide branded materials.

Typical Turnaround Times

Request Type	Estimated* Timeline
Chapter Logos	4-5 business days
Anniversary Logos	4 weeks
PowerPoints	2 months prior to event
Brochures, Flyers or Collateral	3-6 weeks
Press Releases	3-4 business days (with all information)
Social Graphics	4-5 business days
Event Graphic Support	3-6 weeks
Photography Coverage	2 months prior to event
Videography Coverage	2 months prior to event
Video Edits	1-2 weeks following event
Marketing Campaign	2 weeks
New Chapter Website	4-12 weeks (with all content, dependent on complexity)
Chapter Website Edits	1-5 business days
New NECA Event Microsite	2 weeks (with all content)
NECA Event Microsite Edits	1-3 business days

**All timelines are subject to change dependent on internal priorities.*

Whenever possible, request for media coverage of regional or national events should be submitted **at least 2 months prior to the event or deadline.**

General requests should be submitted **at least two weeks prior to the event or deadline.**

Advance planning helps ensure materials meet NECA's visual standards and messaging priorities.

Use of Artificial Intelligence (AI) in Creative Materials

AI tools such as ChatGPT, MidJourney, Canva AI and other generative platforms are increasingly used to create graphics and promotional materials. While these tools can be helpful for brainstorming ideas, they can also create risks for brand consistency and copyright compliance.

NECA National staff should not publish AI-generated graphics representing NECA without review by the Public Relations team.

Common risks of AI-generated content include:

- ✘ **Incorrect or altered NECA logos**
- ✘ **Inconsistent brand colors or typography**
- ✘ **Use of copyrighted or unlicensed imagery**
- ✘ **Inaccurate messaging**
- ✘ **Unrealistic or unsafe jobsite imagery**

If AI tools are used for concept development, final materials must still follow NECA branding standards and approved templates.

When in doubt, staff should request templates or graphics from the NECA Public Relations team.



Logo Usage

The brands, logos, trademarks, service marks and other distinctive identifications (collectively “Marks”) on our Website, including, without limitation, the NECA logo and seal are federally registered trademarks and the intellectual property of, and proprietary to, the National Electrical Contractors Association. No one has the right to use any of these Marks, or any confusingly similar marks, for any purpose without the express, prior, written consent of the National Electrical Contractors Association. All rights reserved.



NECA Chapters

When a NECA Chapter requests a logo, the logo uses the approved NECA typography with the Chapter name placed between the logo and the tag line. Variations in capitalization are allowed. Examples are shown in the NECA Logo Usage Standards.

To maintain the integrity of the NECA brand, the official NECA logo must be used correctly in all communications.



Approved Usage

- ✓ Use only official NECA logo files provided by the PR team or accessed from NECANet.org
- ✓ Maintain clear space around the logo
- ✓ Ensure proper color usage
- ✓ Place the logo on clean, readable backgrounds



Avoid the Following

- ✗ Distorting or stretching the logo
- ✗ Changing the color of the logo
- ✗ Rearranging elements of the logo
- ✗ Placing the logo over busy imagery
- ✗ Using outdated versions of the logo



Contact the PR team for official logo files at publicaffairs@necanet.org or view them on the Media Resources section of the website.

The NECA logo should appear in three colors whenever possible. An alternate two-color version is available.

The three colors in the NECA logo are equivalent to the Pantone colors listed below. For 4-color process printing, use the CMYK values; for Web use, reference the RGB or the WEB colors.

For one-color uses, the logo may be printed in blue (PMS 274), red (PMS 193), black or white.

To request the logo in a non-standard color (i.e., a pink logo for a breast cancer walk, etc.), please contact PR team for official logo files at publicaffairs@necanet.org.



CMYK
C: 100
M: 94
Y: 0
K: 27.5

RGB
R: 28
G: 39
B: 118

HEX
#1C2776



CMYK
C: 0
M: 91
Y: 65
K: 11.5

RGB
R: 213
G: 54
B: 71

HEX
#D53647



CMYK
C: 0
M: 18.5
Y: 100
K: 30.5

RGB
R: 187
G: 151
B: 5

HEX
#BB9705



Typography

Aa
Proxima Nova

Aa
Minion Pro

Typography is a key component of NECA's visual identity.

Primary Typeface: Proxima Nova

Used for:

- **Headlines**
- **Subheads**
- **Key messaging**

Secondary Typeface: Minion Pro

Used for:

- **Body copy in formal print materials**

Digital Alternatives

When brand fonts are unavailable:

- **Arial may substitute for Proxima Nova**
- **Georgia may substitute for Minion Pro**

Templates using approved typography are available from the PR team.

Social Media Guidelines

Social media plays an important role in promoting NECA's mission and engaging members across the industry.

Approved Platforms

NECA maintains official presence on:



LinkedIn



YouTube



Instagram



Vimeo



Facebook



Flickr



Twitter (X)



TikTok

Profile Standards

NECA-related accounts should:

- **Include “NECA” and the Chapter name in the account**
- **Use an approved NECA logo or chapter logo**
- **Maintain a professional bio**
- **Tag NECA National (@NECANet) when appropriate**

Tone and Voice

NECA social media should be:

- **Professional**
- **Industry-focused**
- **Member-centered**
- **Non-partisan**

Recommended Hashtags

NECA social media should be:

- **#WeAreNECA**
- **#ElectrificationofAmerica**
- **Event-specific hashtags**

Examples:

- **#NECA26**
- **#NSPC26**
- **#NECANow27**
- **#EMERGE26**

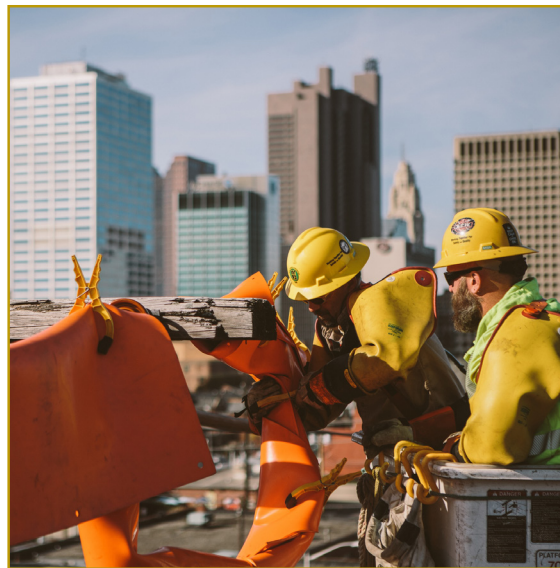
Safety Standards in Imagery

Safety is a core value of the electrical construction industry and must be reflected in NECA communications.

All NECA materials should:

- ✓ **Depict proper Personal Protective Equipment (PPE)**
- ✓ **Avoid imagery that suggests unsafe practices**
- ✓ **Align with OSHA safety standards**

Images that do not reflect safe work practices should not be used.



Copyright and Intellectual Property (IP)

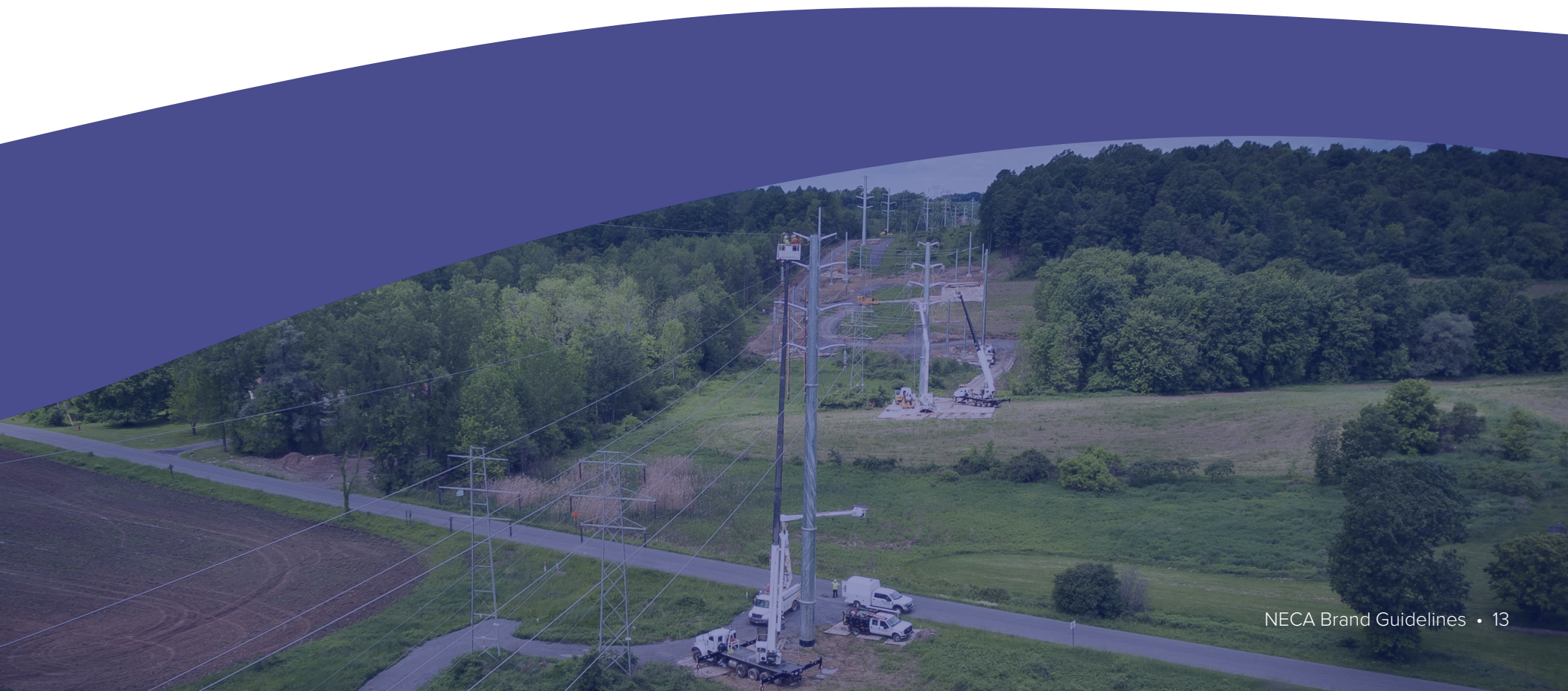
All NECA logos, publications, graphics and videos created by NECA National are protected by copyright law.

Unauthorized use, modification or redistribution is prohibited.

When using external imagery or graphics, avoid using:

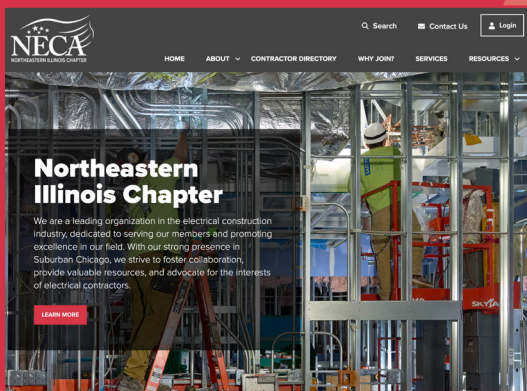
- **“Free” tools unless they are specifically licensed for commercial use**
- **Personally licensed tools for image creation or generation**

When in doubt, consult the PR team before publishing.



Website Guidelines

In addition to visual identity standards, NECA's brand integrity extends to the responsible use of digital assets and online content. All individuals representing NECA National must adhere to the following digital branding and compliance policies, regardless of the website being hosted outside of *NECAnet.org*.



Websites and Website Development

All official NECA websites and website projects are owned and operated by the NECA Public Relations team. This ensures the NECA brand, compliance, data, security and member privacy policy conditions are properly upheld.

Domain Ownership & Analytics

All official NECA websites and digital platforms operated by NECA National must be registered by the NECA Public Relations Team. This includes all NECA-owned domains and website content management systems (CMS) to ensure proper data and asset governance, security, and continuity. The NECA Public Relations Team must maintain control over both the implementation of and access to web analytics platforms (including Google Analytics and Siteimprove) to ensure the correct tools are properly installed, configured, and used for accurate, data-driven decision-making. Centralized oversight is essential to mitigate security risks, safeguard sensitive user data, protect member privacy, and ensure compliance with organizational data governance and cybersecurity policies.

NECA Chapters

NECA Chapters, as independent entities, are responsible for their own domain and website management, and are encouraged to follow best practices for websites (including data privacy, SEO and accessibility). They are also encouraged to contact the NECA Public Relations team with any questions.

NECA Chapters that have websites through NECA National will work directly with the NECA Public Relations team to build, maintain and protect their websites.

Privacy Policy

Any digital platform collecting user data, such as event registrations, newsletter sign-ups or member portals, must include a clear and accessible Privacy Policy. This policy should explain what data is collected, how it is used and how users can manage their preferences.

NECA National staff must coordinate with the Public Relations and IT teams to ensure all digital properties comply with applicable privacy laws, including GDPR and U.S. data protection standards.

For additional information on privacy policy, visit <https://www.necanet.org/privacy-policy>

Linking Policy

When linking to external websites:

- **Only link to reputable, secure (HTTPS) sources**
- **Avoid endorsements of commercial products unless officially approved by NECA**
- **Do not link to political or advocacy organizations without prior clearance from Government Affairs or Legal**
- **Use descriptive anchor text (“Download the NECA Safety Guide”) instead of generic terms like “click here”**

Additionally, when linking to NECA National resources from Chapter sites or third parties, always use the official URL (<https://www.necanet.org>) and avoid outdated or redirected pages.

For any questions regarding these standards or to request approval for exceptions, contact the NECA Public Relations team at publicrelations@necanet.org.

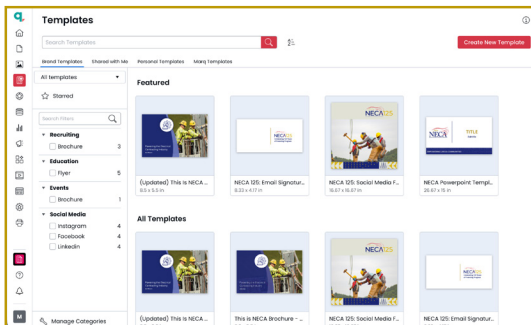
NECA Chapters

NECA Chapters are independent legal entities and maintain control over their own branding and communications.

However, chapters are encouraged to follow NECA branding standards when:

- **Collaborating with NECA National**
- **Referencing National programs**
- **Promoting National events**

Using consistent branding strengthens the National identify across the industry.



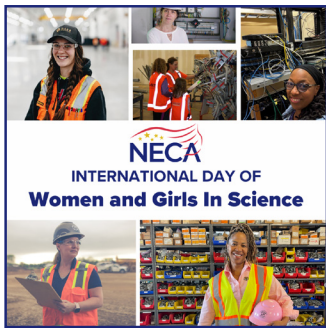
MARQ Access

Field Reps and NECA chapters have access to a library of free branded marketing material and design templates through MARQ. Users who opt into the program will be able to download pre-constructed pieces of collateral and personalize them with their individual contact information, location, and/or logo. Users will also have direct access to printing capabilities and digital publishing.

If you do not yet have access, contact publicaffairs@necanet.org. Each Chapter receives a maximum of 1 MARQ license.

Template Library Page

Social Graphics



PowerPoint Templates



Event Flyers



MARQ Templates



Brand Checklist

Before publishing materials representing NECA, confirm:

- ✓ Official NECA logo is used correctly
- ✓ Brand fonts and colors are applied
- ✓ Messaging reflects NECA's professional tone
- ✓ Imagery reflects safe work practices
- ✓ Templates or approved assets were used when available

If unsure, contact the NECA Public Relations team.

For branding questions, asset requests or approvals:

NECA Public Relations Team: publicaffairs@necanet.org

For the NECA Media Kit, Logo Usage Standards, and current NECA logos:

<https://www.necanet.org/news-media/media-resources>

