



Logo Usage Standards

The NECA Graphic Identity

The NECA logo is the primary element of our graphic identity. It creates a readily identifiable brand and distinguishes us from other associations.

The goal in maintaining any identity program is consistency. Keep this in mind when using the NECA logo. This guide is intended to help you in standardizing the NECA identity.



This is the preferred usage for the NECA logo.

Color Palette

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.

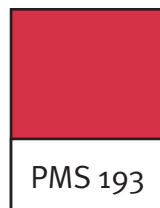
To request the logo in a non-standard color (i.e., a pink logo for a breast cancer walk, etc.), please contact Ginger Wilson at vpw@necanet.org or 202-991-6286.



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

RGB
R: 28
G: 39
B: 118

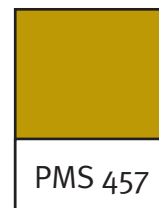
HEX
#1C2776



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

Accepted Logo Usage

Three color



Two color



One color



Reverse options



Clear Space and Minimum Size

To ensure the prominence and legibility of the NECA logo, always surround it with a minimum amount of clear space. The clear space isolates the logo from competing graphics and text.

The clear space is equal to the descender of the “A” in NECA below the stripe.

The NECA logo can be printed in a wide variety of sizes, but if the tag line is too small, legibility is compromised and the impact of the logo is diminished. The minimum size for printing with the tag line is 2” by 1”. If the logo will be printed at a smaller size, the tag line should be cropped out.



Minimum printed size with tag line



Logo without tag line

Logo Misuse

It is important that the NECA logo be used accurately and consistently every time. Avoid putting the logo on visually distracting backgrounds. The NECA logo should be used on solid color backgrounds.

Please avoid these common misuses of the NECA logo.



Do not distort the logo



Do not change the positioning of the tag line



Do not place the logo over busy images

Centering the NECA Logo

The NECA logo is the entire space from the left side of the “N” to the right side of the flag. The center of the logo is the center of that area, not the center of the four letters alone.



Centered



Not centered

NECA Chapter Logos

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 below.

