



National Association of Career Women

Brand Standards
September 2016

CREATED BY M3 GROUP



CONTENTS

NACW as a Brand	3
NACW Messaging	3
NACW Logo	5
Logo Spacing	6
Color	7
Color Palette	8
Logo Misuse.....	9
Typography	10
Marketing Collateral	11
Additional Materials	12



NACW AS A BRAND

The National Association of Career Women (NACW) is a nonprofit organization devoted to the enhancement of women's personal and professional development.

Name:

National Association for Career Women (NACW)

Objectives:

- Provide a forum for the exchange of ideas and experiences
- Work collectively toward the promotion and career development of women
- Recognize women and their achievements
- Educate members and the public about opportunities available to women
- Hold monthly luncheon meetings that feature informative, motivating speakers

NACW MESSAGING

What are brand descriptors?

A collection of words that define the core values and purpose of an organization

These words appear throughout brand messaging and should be conveyed directly and indirectly, through brand messaging and images

Brand Descriptors:

Engaging	Encouraging
Empowering	Relationship-focused
Welcoming	Educational
Inclusive	Positive
Supportive	Dedicated
Professional	

What is a Vision?

- Communicates the desired outcome for an organization in five years
- It's the purpose and value of an organization
- Should be an aspirational stretch statement

Personal and professional development for women.

What is a mission?

- Describes the fundamental purpose of an organization and why it exists
- Serves as a guidepost for the type of performance expected to achieve the desired results ultimately supporting the vision statement

Create an enriching environment for career women to share, grow and build professional and personal relationships to enable them to reach their full potential.

What is a 15-second elevator speech?

- Should roll off the tongues of everyone who is part of and/or promotes the NACW
- It's what you should say to someone in a brief period of time to entice them to learn more about your organization

NACW 15-second elevator speech:

The NACW is an organization of professional women dedicated to creating a supportive, engaging environment for women to develop both personally and professionally.

THE NACW LOGO

Purpose

The updated NACW logo pays tribute to the organization's previous brand while more accurately representing the organization in a clean, modern way. The font selection paired with the design elements, allows the organization's name to become the focal point. The designed leaf element works to provide visual representation for several factors of the organization including the diversity of members, the connection found within the organization and various points of interest both personal and professional. The thin outer box works to convey the support and inclusivity of the organization, as well as paying homage to the previous brand icon.

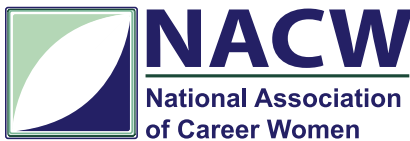
Logo Orientation

The NACW logo includes a single design with a horizontal orientation. The NACW logo should never be flipped, stacked, broken apart or reconstructed in a different manner other than identified within this document.

Design Elements and Logo Use

The leaf element may be used or duplicated if needed for design materials, however, at no point should the interior elements of the logo be broken apart. No additional elements should be added or taken away from the logo as a whole. The NACW logo should always be identifiable as a unique element and should not blend into additional design implementations and executions.

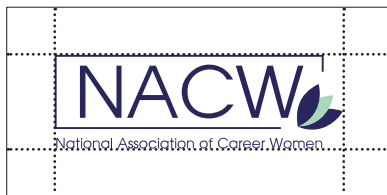
Previous Logo



Updated logo

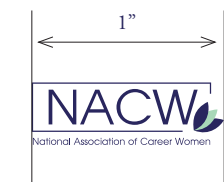


Clean Space

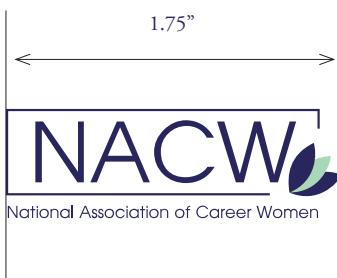


minimum of 1/4" clean space on all sides

Sizing



minimum reproduction size



Alignment



Example text goes here. Example text goes here. Example text goes here. Example text goes here. Example text goes here. Example text goes here. Example text goes here.

LOGO SPACING

Clean Space

The NACW logo is most effective when it is set in a clean and clear environment. This means that there must be ample space between the logo and any other art elements being used. This space should be equal to the width of 1/4" on all sides of the logo.

Sizing

The NACW logo must never be so small that it is difficult to read or recognize. Because of this, the logo must never be smaller than 1" in width.

Alignment

When aligning graphics or text with the logo, the "N" in the text should be used as the guiding element for alignment.

Note: Be mindful when using the logo that includes the full organizational name that additional size or space may be required.



COLOR

Color Usage

Color will help the NACW differentiate itself in the market. The primary colors to be used for the NACW logo are the NACW mint and the NACW eggplant.

If needed, the logo may be converted to black or white. When placed on a dark background, a white version of the logo will need to be used. When placed on a lighter background, a black, full colored or grayscale logo will need to be used. When placing the logo on a photographic background, the logo must still be easy to read.

Primary: Full color



National Association of Career Women

Primary: single color



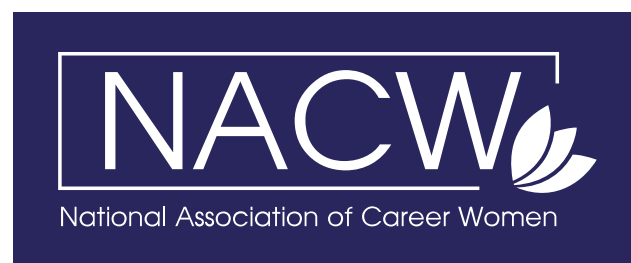
National Association of Career Women

Black and white

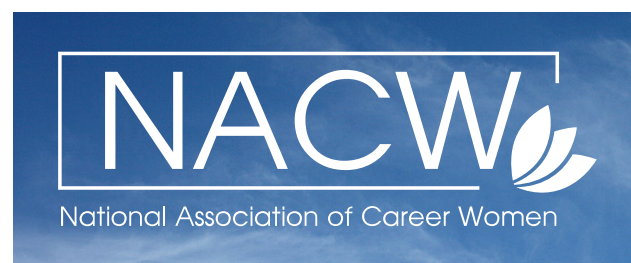


National Association of Career Women

Reversed to white on dark background



Photographic background





Mint



Eggplant



COLOR PALETTE

Logo Colors

Mint – Pantone 559 U*

Eggplant – Pantone 282 U*

CMYK Values

Mint – 34, 0, 35, 0

Eggplant – 100, 100, 36, 19

RGB Values

Mint – 187, 214, 182

Eggplant – 42, 46, 87

*BASED ON PANTONE + SOLID UNCOATED;
NUMBERS MAY VARY FROM PAPER TYPES,
ALWAYS PROOF COLORS FROM PRINTER.

LOGO MISUSE

The following are examples of unacceptable treatments and modifications to the NACW logo.

DO NOT add new colors to any part of the logo



DO NOT distort the logo in any way



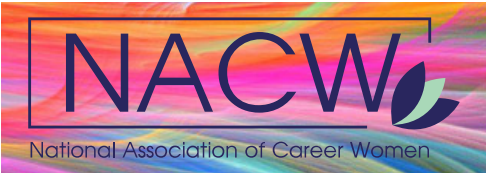
DO NOT outline the logo



DO NOT use different typeface



DO NOT use a background that distracts from the impact of the logo



DO NOT delete or add any elements to the logo



DO NOT place the logo on backgrounds that create situations of low contrast or poor legibility



Primary Font

Adobe Garamond Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Adobe Garamond Pro Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Adobe Garamond Pro Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Adobe Garamond Pro Semibold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Adobe Garamond Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Adobe Garamond Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Logo Font

Avante Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

TYPOGRAPHY

Adobe Garamond Pro is the primary font for all print materials within the NACW brand. There are different font weights of Adobe Garamond Pro, which allows for emphasis to be placed on headlines, subheads and other typographic elements. See examples on the left for a specific breakdown of the different font styles that may be used.

The font for the NACW logo is Avante. No attempt should be made to recreate the NACW logo using any other fonts or letter forms.

MARKETING COLLATERAL

Guidelines

On dark colored items use the inverted logo with white text. On lighter colors or white items use either version of the colored logo appropriately (CMYK or RGB). Make adjustments on what will show up the best when referring to the color and type of materials. If possible, request a sample before an order is made to ensure quality and proper presentation of the logo.

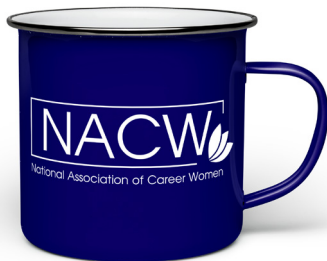
Promotional Items

For promotional items that have a print area smaller than the minimum acceptable logo size (see pg.6), the logo can be sized smaller to fit needs. The smallest acceptable size for this exception is .5" wide, show on the pen below, for legibility purposes.

Design Mandatories

All promotional materials distributed must bear the NACW logo at a readable and recognizable size.

- Materials of any kind should also aim to include the website
- Materials must clearly signify pertinent information about NACW (Who, What, Where, Why, When, etc.)
- Additional content that is created should be a reflection of NACW's messaging and utilize brand descriptors when appropriate. The Brand Standards document must be made available to content creators as a tool kit for proper creation and dissemination





PUBLIC RELATIONS GUIDELINES

When creating materials to share with the media; consistency and clarity are key. Media alerts, press releases and other media related materials should always include the following:

- The release date
- A contact person within the organization
 - Name
 - Email
 - Phone
- The official NACW boiler plate (to conclude the story)
- The NACW logo
- A strong concise headline
 - Use sub-heads as needed
- At least one quote (for press releases and story materials)
- All necessary story information (who, what, where, when and why)
 - Put key, attention grabbing information at the start of the release

NACW Boiler Plate:

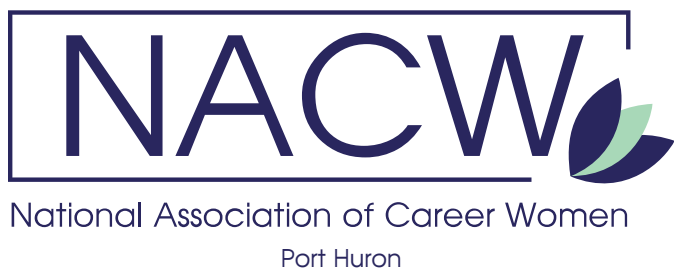
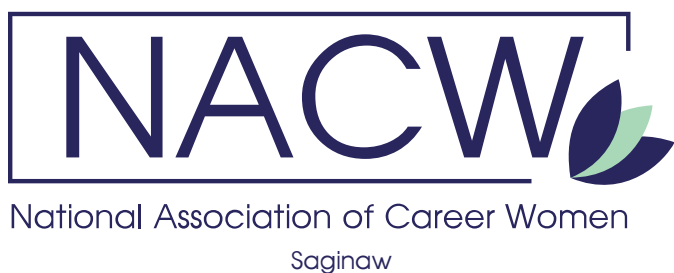
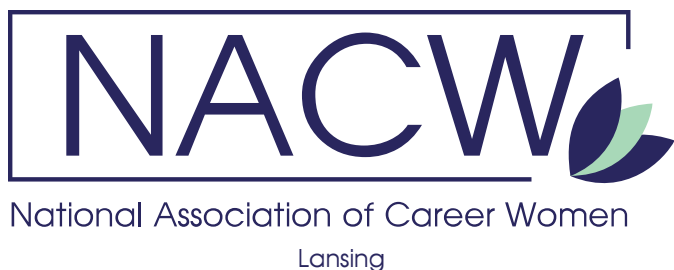
The NACW is an organization of professional women dedicated to creating a supportive, engaging environment for women to develop both personally and professionally. The NACW was established in 1979 in Lansing, Mich. and currently has three unique Michigan chapters in Lansing, Saginaw and Port Huron. For more information about the NACW and their efforts visit nacwonline.org.



PROMOTIONAL MATERIAL GUIDELINES

All promotional materials created for the NACW should be consistent with all brand standards identified within this document, including logo and font usage. Additionally, all promotional materials, printed or digital must follow the guidelines below:

- Include the NACW logo, appropriately sized for the piece
- Use correct brand colors
- Include all necessary communications information (who, what, where, why and when)
- Make sure all fonts are legible and appropriately sized for the piece
- Make sure all additional assets, including photos, are the correct resolution and will print or be viewed appropriately
- Any branded materials (i.e. website, brochures, general information, etc.) must not stray outside of brand standard guidelines to protect the brand's consistency
 - When using additional colors or fonts to support a theme (i.e. invites) the assets may not compete with the NACW colors or logo



BRANCH LOCATION GUIDELINES

Each branch of the NACW organization represents a unique set of women. To maintain brand consistency, the overall NACW logo should be used on all materials following brand standard guidelines. When the need arises for a branch to further identify their location, the branch name (i.e. Lansing, Saginaw or Port Huron) may be added, centered beneath the logo in Avante font. The color of the font must match the logo implementation being used. The font size may never be larger than that used within the logo*. When the logo is shrunk down to its minimum size a branch name shall not be included, rather the branch name should be stated within the material's content.

*After the formal "National Association of Career Women" title is removed from the logo, branch names must still be sized in accordance to when the title was present, as to never compete with the font included within the official logo.