NAGAP Style Guide

BRAND IDENTITY

NAGAP's brand identity is one of the most important building blocks of its marketing and communications program. Consistent use of out official logo, colors and typefaces distinguish NAGAP from other organizations.

A strong visual identity fosters immediate recognition and builds a sense of credibility and longevity for our institutes, workshops and conferences, which reflects on our chapters and their events when we closely align the chapter's visual identity with that of our national association. When consistently applied, graphic elements speak to a variety of constituencies in a distinct manner that ultimately builds awareness.

We believe the standards outlined in this style guide will not infringe on creative expression, but rather help to assure and safeguard a clear and consistent expression of the NAGAP brand. The standards set forth are to be followed for all print publications and websites, and they apply to NAGAP and its chapters.

The use of the NAGAP logo and chapter logos is restricted without prior authorization. Please contact the Marketing and Communications Committee, Membership Committee or NAGAP Board for authorization or with questions about correct usage.

THE NAGAP LOGO

The NAGAP logo must be used on the cover of all publications and on the first page of websites. It is to be placed in the upper left hand corner or centered within the top 25% of the page. The logo includes the tower, with NAGAP to the right side, as well as the association's tag line, The Leader in Graduate Enrollment Management, accompanying the logo. The tag line must accompany the logo to insure an understanding of the NAGAP acronym. In cases where the logo is used many times in the same publication or website, the full logo need only be included the first time the logo is used.

The description/identification of NAGAP can be placed to the right of the logo or immediately below, as shown.

As an alternative (aesthetically pleasing with the publication), the logo may be placed in the right-hand corner of a publication. Note, the tag line of the association must be included, unless using the tower only logo option.

Websites: The logo should appear at the top left corner just above the navigation menu in the left margin. Use the preferred font 10 point.

The logo should be used with the tagline, The Leader in Graduate Enrollment Management, whenever possible.

NAGAP CHAPTER LOGOS

NAGAP Chapters are expected to use their approved chapter logos in the same format as outlined for the NAGAP logo, including instructions for positioning and size on publications, websites, letterhead, business cards, flyers, emails, and all other materials used to promote the chapter and related events.

New chapters need to secure NAGAP approval of proposed chapter logos before official adoption. As you are designing your logo, please keep in mind the approved NAGAP color palette and the focus on simplicity of design and color. The NAGAP Executive Office is available for consultation on development of chapter logos and promotional materials.

NAGAP LOGO WITH TAGLINE

ALTERNATE TOWER ONLY PLACEMENT OPTION

NAGAP CHAPTER LOGO EXAMPLE: NYGAP

NAGAP LOGO COLORS

The NAGAP tower logo must always appear in a single color. Acceptable colors are red (PMS 186), black, grey or white. The logo may be reproduced in white only if on a reversed background of red (PMS 186), or black. The full association name may appear in black or in the same color as the tower logo, either red (PMS 186), black, grey or white.
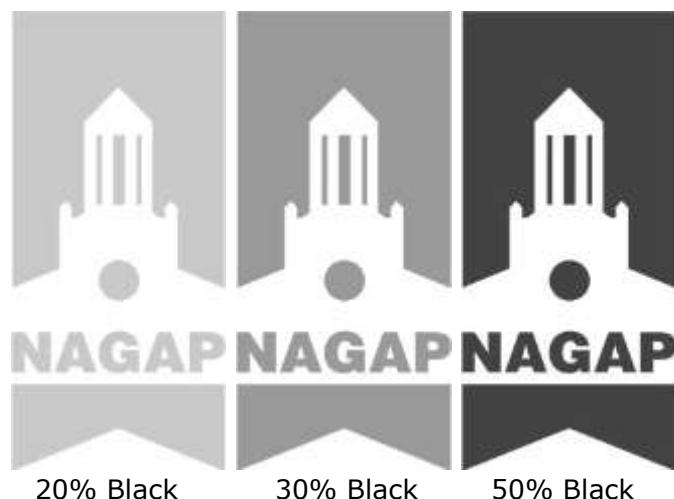
PRIMARY COLOR PALLET

The primary color pallet must be used in all materials representing the association and its chapters. Red (PMS 186), the official color, may be omitted if the promotional material is produced in black & white only. Liberal application of the official color is appropriate for collateral and promotional materials and will accelerate brand awareness and attention. Because many colors are similar, always refer to the official PMS number to ensure the correct selection.

Red: PMS 186 (RGB: R: 186, G: 0, B: 0)   **Black**

Grey (see greyscale details below)

20% Black   30% Black   50% Black

SECONDARY COLOR PALLET

A secondary color pallet has been identified to support needs for accent colors the coordinate with the primary colors of the NAGAP and chapter logos. The secondary pallet includes blue (PMS 653), gold (PMS 143), teal (PMS 7475) and purple (PMS 267). These colors are illustrated below, along with the primary logo colors. The secondary pallet may be used for accent colors only, and are not to be used in the NAGAP logo or chapter logos without approval by the Marketing and Communications Committee, Membership Committee or NAGAP Board.

|		
R 226 G 26 B 54 C 5% M 100% Y 84% K 1% PMS 185 C Web #e70033	R 233 G 176 B 45 C 9% M 31% Y 96% K 0% PMS 143 C Web #e9b02d	R 97 G 38 B 148 C 77% M 100% Y 0% K 0% PMS 267 C Web #612694
R 68 G 170 B 175 C 70% M 13% Y 33% K 0% PMS 7472 C Web #55bab7	R 45 G 134 B 138 C 80% M 31% Y 44% K 5% PMS 7475 C Web #2d868a	R 43 G 90 B 142 C 91% M 68% Y 20% K 4% PMS 653 C Web #20558a

NAGAP LOGO BACKGROUNDS

The NAGAP logo and chapter logos must appear clear and visible at all times. The ideal background is white, for the red logo (PMS 186) with the full association name and tagline in black. When the background color is red (PMS 186), the reversed NAGAP logo should appear in white.

When the NAGAP logo is displayed against an image, the logo's integrity, prominence, and readability are paramount considerations. The goal is always to provide adequate contrast so the logo stands out clearly from its background. When placed on a photographic image, ensure that the logo is positioned in the least-cluttered area of the photograph.

NAGAP LOGO MINIMUM SIZE & AREA OF ISOLATION

For the NAGAP logo and chapter logos to be recognized, they must be readable in all communication efforts. Therefore, the minimum size of the NAGAP tower icon should be 3/4" wide (4-1/2 picas) in print. The width is measured from the left edge of the "N" to the right edge of the "P" in the acronym below the tower. This will help ensure that the brand signature always maintains its presence and clarity each and every time it is used.
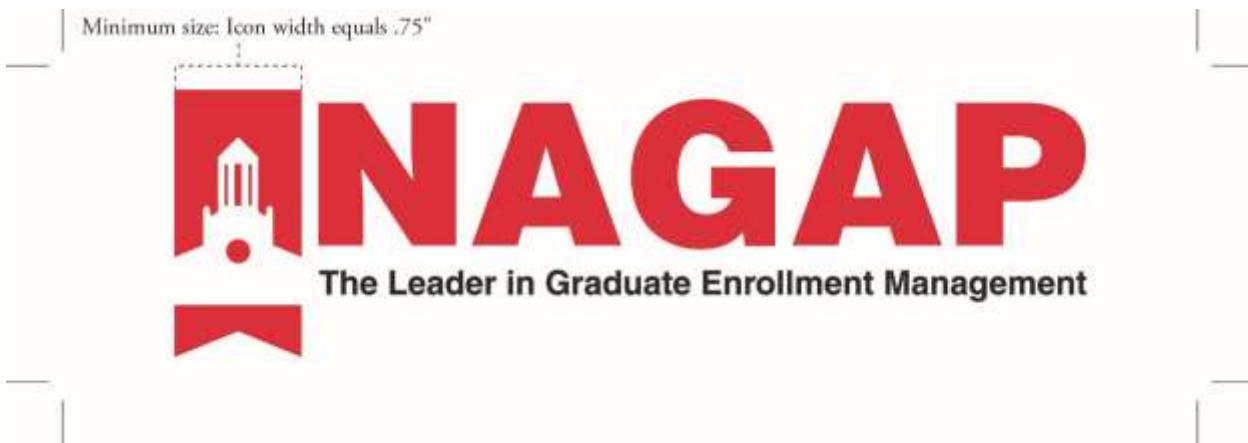
Size variations must be proportional. As a general rule, the logo should not be reproduced to a small size if poor quality is likely to occur. Backgrounds and reversing the logo out may affect the legibility of the logo and its tagline. This should be taken into consideration when adjusting the size of the logo.

Another important factor for helping the association logo to stand out is maintaining an "area of isolation" around the logo. An "area of isolation" helps eliminate any confusion that may result when other logos or product names are included on our communication efforts. An easy rule of thumb is to measure the "N" in the icon of the logo to determine the amount of isolation area needed. Then, add that amount of space to all four sides of the logo. Graphic elements such as rules and bars are exceptions.

Minimum area of isolation equals height of "n" in icon.

SAMPLE

Lorum que doloreperi is estrumquis eum facientur aut ipsa con postet debis magnaturenis dolores ma endi dolupta temquae ctiunti oribus qui aditas as eum consecae venda velendunt. Toribus, volor re et qui reptis inctasperunt faciis nos quibus mos ex estrum niet offic to inctatiis nate ipsae eos sam, te exerum quis et dis sam, ut aut ut volorem que offici dit, sequiam quodis perspit, nobis est quid maio. Et volute landebi testiuntio. Ci totatibus everum nonsequ iatiust, sint odigendebit faceptia nobissus dolupta simped ma dolendeles quatet alibus et reped quiatur aut et etur sim vendistium volor simodit laborep udaectur? Ania voluptatio inusaperrum lacepratur? Di te nonsectures conest odit fugit ullabori doluptu riasinum unt, omnihit, omniand itatia volore prae nobit, qui dolut voluptat.

Tur, suntemped utatur alis abo. Nam que quae. Gitio. Mus ea coris prat ommos eosam, et molende ndelis eic testrunt adis molupti anditi re, occaborum nis el is comnist plibus aut quid ut ab is venimpos dolendem re, sint, simus dolecae ium qui vernat que omnimol uptatur rest, quasitatis aut lab int utempostem. Ligenimus, ulparum ilis aut ex et min comnis es volore renecea temperi buscia dolut id utectem eumqui res si te nitatenis suntotatquo te occusa quo veria quis parciis esentot atquate ssincim incipsant, aut in colam comniatem eum as dolorate adis con rerest et quisi dollis dolore dolorro in rest, soluptaque doluptur aut iumquas aut ea atur, omni utatenihil iduntia qui sequasp ictota sunt odis nam,

NAGAP LOGO FONTS

In the NAGAP logo, the font of the NAGAP acronym is Helvetica Black, and the tag line, *The Leader in Graduate Enrollment Management*, is Helvetica Bold.

The following three fonts are to be used for all NAGAP publications, websites and communications, including those of the chapters: Times New Roman, Verdana, and Garamond. The heavier weights of these fonts are used primarily for headings and subheads. For small type, the lighter weights are recommended. Extended and condensed versions of the fonts should not be used. Additional typefaces should not be used, as they will create an inconsistent graphic identity.

Exceptions are made for the email blasts which are sent in Arial font and the *Perspectives Magazine* which is currently produced primarily in Futura font family.

All three of the logo typefaces are available in Macintosh and PC versions, and are supported in most website development platforms.

Times New Roman

The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management

The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management

Verdana

The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management

Garamond

The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management
The Leader in Graduate Enrollment Management

NAGAP LOGO INCORRECT USAGE

We've established some simple guidelines for the correct usage of the NAGAP logo in order to maintain consistency in communication efforts. Here are some examples of *incorrect* usage.

Do not change the proportion
of the logo

or it's individual elements.

Do not use the logo in any color
other than Pantone 186 (red), black
or gray including colors from the
NAGAP approved secondary color
palette.

Do not change the postitioning
of any element in the logo.

NAGAP
The Leader in Graduate Enrollment Management

Do not use change the font.

NAGAP
The Leader in Graduate Enrollment Management