



This style guide is designed for use by NAF and its network of career academies, partner organizations, and constituents to create marketing and educational material that consistently and effectively portrays the identity, brand personality, and mission of NAF to internal and external audiences. The purpose of this guide is to protect the integrity of the NAF's identity, brand, and reputation.

NAF's brand personality is defined as innovative, professional, empowering, and unifying.

Enclosed are style guidelines including correct logo usage, font, co-branding, and other templates all designed to further our branding effort. If a template is available in this guide, it must be used. For custom or specific needs, please contact us.

If you have questions regarding this guide or need materials reviewed for compliance, please contact:

Dana Pungello

Senior Director of Marketing & Communications
dpungello@naf.org

Zach Bokuniewicz

Assistant Director, Creative Services
zbokuniewicz@naf.org


Joseiry Perez


Marketing Specialist
jperez@naf.org

The NAF national logo is a key component to the organization's visual identity. Reproduction of the logo must always be completed using approved electronic art. Photocopies or scanned versions of the logo must not be used nor should attempts to recreate or mimic the logo be considered.

All logos are located in the press kit on the press room section of naf.org

This logo should be used for all national initiatives, partnerships, and conferences materials.

 Pantone 342 C
C: 97 M: 33 Y: 78 K: 24
R: 0 G: 106 B: 79

 Pantone 361 C
C: 77 M: 2 Y: 100 K: 0
R: 50 G: 176 B: 74

The following guidelines should be adhered to when using the national logo. This guide will provide additional versions of the national logo to include academy theme and high school:

- The logo should be printed in color using the gradient whenever possible.
- The logo with the tagline "Be Future Ready" printed on two lines should be used whenever possible.
- When the two-line tagline logo does not fit the need, the one-line tagline logo is preferred.
- If there is a size restriction, use the logo without the tagline.
- The logo should never be sized smaller than .5 inches in height.

PREFERRED





C: 77 M: 2 Y: 100 K: 0
R: 50 G: 176 B: 74
HEX: 32B04A

54%
at 45°



C: 100 M: 90 Y: 38 K: 44
R: 0 G: 106 B: 79
HEX: 006A4F

The gradient logo uses two shades of green at a 54% blend and a 45 degree angle. The purpose of this gradient is to signify forward motion. When using the gradient logo, be sure to maintain this blend and angle.

DO NOT USE PANTONE SPOT COLOR INKS WHEN PRINTING GRADIENTS. This will cause banding. The gradient is intended for use only with the color builds noted on the left.

The primary colors included here are the colors represented in the national logo, all academy theme and high school versions, and the NAFTrack, alumni, Distinguished, Model, and Year of Planning logos. These colors can also be used for related design elements.

The accent colors recommended here add balance and flexibility and are used generally to accent our primary palette.

main color palette



Pantone 342
C: 97 M: 33 Y: 78 K: 24
R: 0 G: 106 B: 79
HEX: 006A4F



Pantone 361
C: 77 M: 2 Y: 100 K: 0
R: 50 G: 176 B: 74
HEX: 32B04A



Pantone Cool Gray 6
C: 0 M: 0 Y: 0 K: 25
R: 199 G: 200 B: 202
HEX: C6C8CA



Pantone Cool Gray 9
C: 0 M: 0 Y: 0 K: 50
R: 147 G: 149 B: 152
HEX: 939597



Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: 000000

accent color palette



Pantone 313
C: 100 M: 0 Y: 10 K: 10
R: 0 G: 158 B: 201
HEX: 009EC9



Pantone 302
C: 100 M: 25 Y: 0 K: 50
R: 0 G: 85 B: 129
HEX: 005480



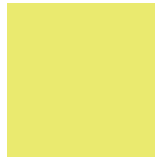
Pantone 130
C: 0 M: 35 Y: 100 K: 0
R: 252 G: 175 B: 23
HEX: FBAF17



Pantone 220
C: 50 M: 35 Y: 0 K: 0
R: 146 G: 38 B: 143
HEX: 92278F



Pantone 355
C: 35 M: 0 Y: 100 K: 0
R: 178 G: 210 B: 53
HEX: B2D235

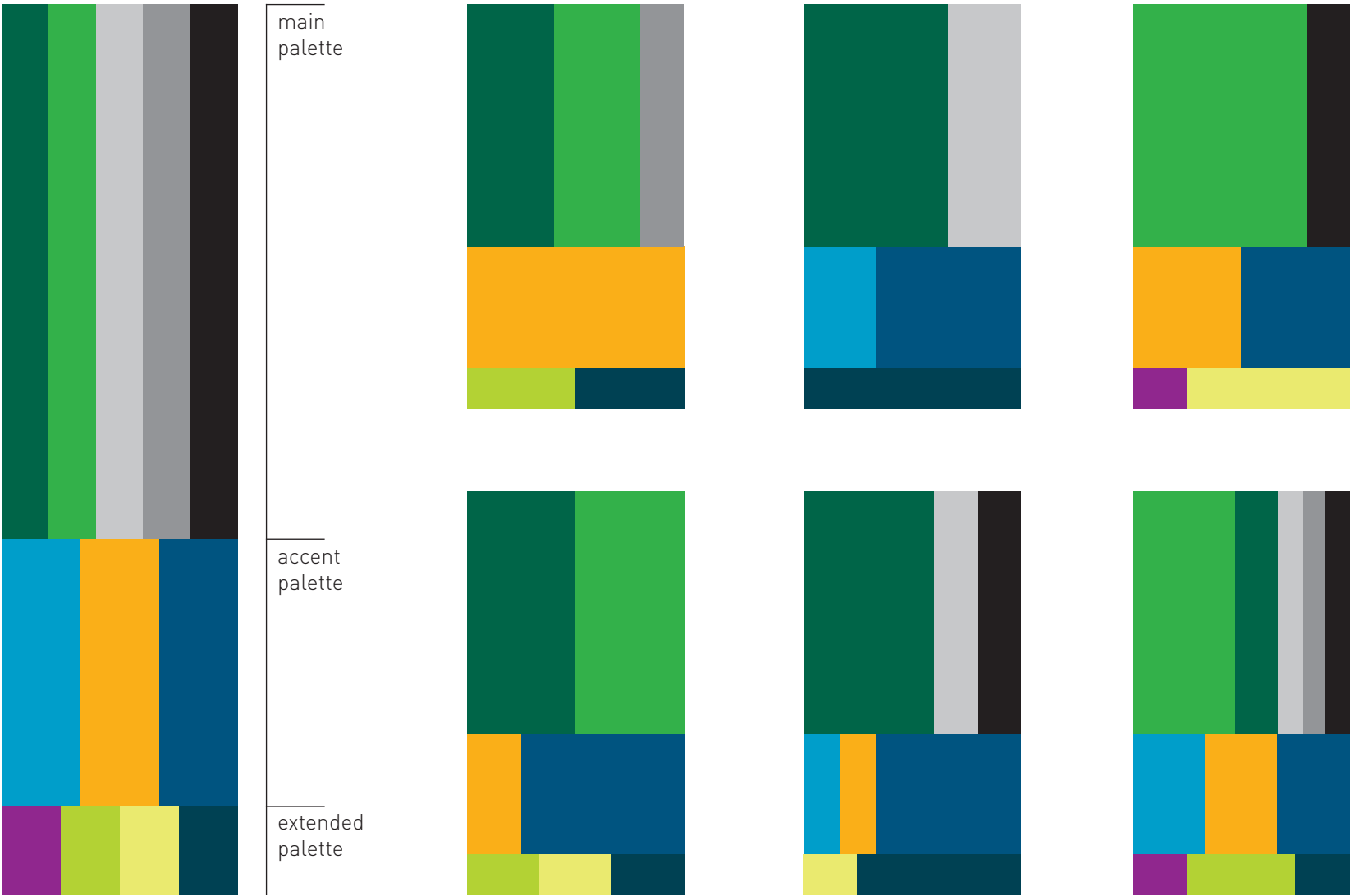


Pantone 365
C: 10 M: 0 Y: 70 K: 0
R: 235 G: 234 B: 112
HEX: EBEA70



Pantone 290
C: 100 M: 62 Y: 46 K: 40
R: 0 G: 65 B: 83
HEX: 005581

When working with NAF’s palette, the main color palette should make up 60% of your design, accent colors should make up 30% of your design, and extended color palettes should make up only 10% of your design. Below are some examples of how colors could be balanced:



If the gradient logo cannot be used but a color version is preferred, the dark green version should be used in its place. Do not substitute the color used in the logo.

If the logo is printed in black and white, use the contrasting shade (on black, use white; on white use black).

As a reminder, it is preferred to use the two-line tagline whenever possible.

PREFERRED



This logo is designed to include one of the five NAF academy themes. If your academy has a slightly different name or a different theme, please contact the communications department at support@naf.org for assistance. If you'd prefer to represent multiple themes in one logo, contact the communications department at communications@naf.org for a customized version.

The logo is designed to include the tagline whenever the academy theme is included. It is preferred to use the color gradient version with the two-line tagline whenever possible. For single color logos, use the dark green. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). If the two-line tagline logo does not work, the one-line tagline logo may be used. The logo with just the circle should never be used when representing academy themes.

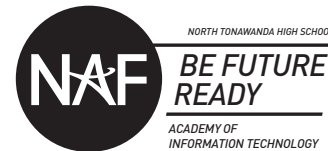
PREFERRED



The logo is designed to include your high school name as well as your NAF academy. To do this yourself, download the appropriate EPS file and use the font DIN Medium Italic to place the high school name above the line on top of the tagline. If you do not have Adobe Illustrator or the DIN font, contact the communications department at support@naf.org for assistance. If your high school has more than one academy and you'd like to use the logo with your high school name and academies, please contact the communications department at communications@naf.org for a customized version.

It is preferred to use the color gradient logo with the two-line tagline whenever possible. For single color logos, use the dark green. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). If the two-line tagline logo does not work, the one-line tagline logo may be used. The logo with just the circle should never be used when representing high schools.

PREFERRED



Academies, districts, or regions can further customize the NAF logo by adding a distinct icon that represents your academy, district, or region.

Icons must be simple shapes and imagery and they must be immediately recognizable. Acceptable categories include maps/state shapes, signature buildings/statues, and elements of nature, including plants, food, and wildlife.

All icons must appear on the background circle of the NAF dark green. The NAF letters must always appear in white and the icons should be in the NAF light green. No other colors in or outside of NAF's color palette are acceptable.

The majority of the active icon shape must stay within pink guide line shown. Parts of icon shape must not extend beyond the blue guide line shown.

All icon logos are required to gain approval by the NAF marketing and communications department before use. For inquiries or assistance in creating or approving an icon logo, contact communications@naf.org.



ACTIVE AREA
MAXIMUM AREA



**BE FUTURE
READY**

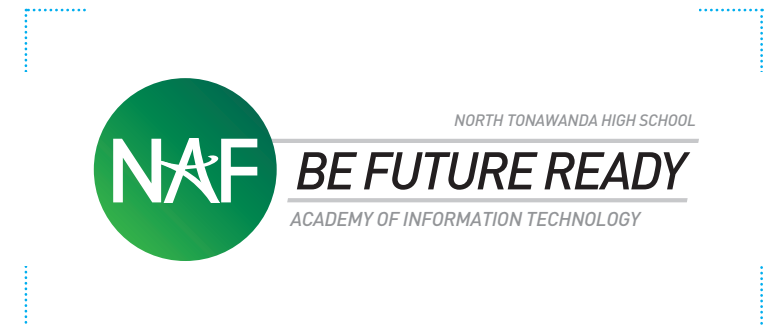
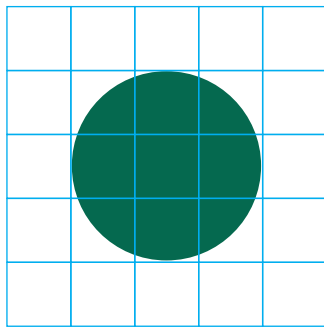


**BE FUTURE
READY**



**BE FUTURE
READY**

When placing any logo version, the inactive space around logo, as well as the distance from the edge of a printed piece, must always be at LEAST 1/3 the diameter of circle on all sides. Logo files with proper spacing are found in the Marketing Communications Library. Examples of inactive spacing around logos are shown here:





The gradient logo should not be printed on a colored surface and used on white or very light colored backgrounds and our black and white logos should be used on light and dark background respectively. Using our logos on backgrounds that clash or make our logo illegible are prohibited.



Do not stretch the logo or change its proportions. The logo should never be sized smaller than .5 inches high.



Do not isolate any part of the logo. The logo must always be used in its entirety, preferably with the tagline.



Do not substitute the colors used in the main logo or use unapproved colors in custom logos



Do not add embellishments to the logo such as drop shadows or text inside the logo.

The Year of Planning logo should be used on marketing materials related to NAF's Year of Planning. This logo may also be used by academies in the Year of Planning. When academies get accepted to the network, they can then use the NAF national logo with their academy theme and/or high school name.

When possible, use the gradient version of the logo. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). This logo should never be used on a colored background.



The Katherine Blasik Distinguished academy logo should be used in all marketing materials related to Distinguished academies. It can also be used by the NAF academies that have reached Distinguished status through NAF's annual assessment process.

When possible, use the colored version of the logo. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). This logo should never be used on a colored background.



The Model academy logo should be used in all marketing materials related to Model academies. It can also be used by NAF academies that have reached Model status through NAF's annual assessment process.

When possible, use the colored version of the logo. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). This logo should never be used on a colored background.



The NAFTrack Certification logo should be used in all marketing materials related to NAFTrack.

When possible, use the colored version of the logo. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). This logo should never be used on a colored background.



The NAF Future Ready Lab logo can be used for any national NAF Future Ready Lab. This logo is designed to allow for co-branding to represent the national corporate partners involved.

When possible, use the gradient version of the logo. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). No FRL logo should be used on a colored background.

A 2-color version (shown last, below) is available ONLY for screen printing and embroidery applications.

The logo allows for 3-4 partner logos to be added below and smaller than the FRL logo. Partner logos must be sized and contained within the blue dotted line 'active area' shown. Partner logos should be set to their maximum height size within the dotted line and dispersed evenly and justified to the right. The text "powered by" must be aligned left as shown.

All co-branded logos are created in partnership with NAF's marketing and communications department to ensure all parties involved are satisfied with representation. For a co-branded logo, contact communications@naf.org



The NAF Alumni logo should be used for all marketing materials related to NAF alumni.

When possible, use the gradient version of the logo. For single color logos, use the dark green. For black and white, use the version that contrasts with the background (most likely the black logo with the white background). This logo should never be used on a colored background.



NAF's logo tagline font is DIN Medium Italic, and the logo should always use this font. If you need to customize the academy theme and high school logo and do not have this font, please contact communications@naf.org.

For copy, DIN regular should be used in size 11. If DIN is unavailable, the recommended font is Tahoma at font size 11. Italics should only be used for brief emphasis on a link or within a sentence, never full paragraphs.

For headings, DIN Bold should be used in size 14, with subheadings using DIN Medium Italic in size 12. If DIN is unavailable, headings should be Tahoma Bold at font size 14 and subheadings should be Tahoma at font size 12.

Using a font that is both legible and consistent in all materials (emails, memos, etc) will help create an association in the mind of recipients. Whenever they see material in said font, they will connect it to our organization.

| | |
|----------------------------|--|
| Font: | DIN |
| Regular: | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</p> |
| <i>Italic:</i> | <p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</i></p> |
| Medium: | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</p> |
| <i>Medium Italic:</i> | <p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</i></p> |
| Bold: | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</p> |
| <i>Bold Italic:</i> | <p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</i></p> |
| Font: | Tahoma |
| Regular: | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</p> |
| Bold: | <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 &!?,*, The five boxing wizards jump quickly.</p> |

Email Signature

Your email signature is a direct branding and marketing opportunity. Signatures should be consistent and should not contain any personal or non-NAF slogans.

NAF staff will be able to add approved seasonal images/language provided by Marketing & Communications, which can appear under your signature and will change several times a year.

Email signatures should include the following (*optional):

Name

Preferred Pronouns*

Phone Number*

Title | NAF

City, State*

[NAF.org](https://naf.org) | @NAFCareerAcads



#BeFutureReady

GRAPHIC*

Here are some ideas of how you can set up your email signature:

Zach Bokuniewicz

He/Him/His

Assistant Director, Creative Services | NAF

Rochester, NY

[NAF.org](https://naf.org) | @NAFCareerAcads



#BeFutureReady

Letterhead & Presentations

Our memos are some of the most important professional opportunities for branding and consistency. All letterhead templates are available in NAF brand resources on naf.org, including letterhead for each academy theme, memos, and fax cover sheet. All branded templates use Tahoma, size 11 as their font.

When sending a document electronically, use the electronic letterhead. Electronic letterhead should only be used for documents sent by email. Do not print on electronic letterhead.

Joseiry Perez

Marketing Specialist | NAF

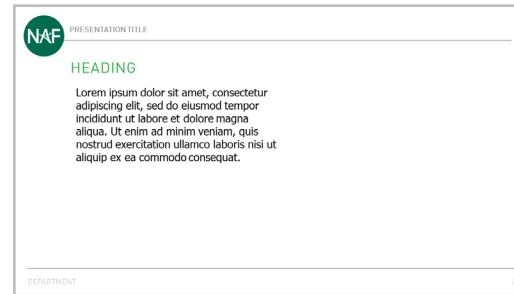
[NAF.org](https://naf.org) | @NAFCareerAcads



#BeFutureReady



All NAF presentations should use the NAF PowerPoint template shown here with Tahoma for the copy. These presentations include all speaking opportunities, professional development, trainings, webinars and new business opportunities. This template was developed to allow for optimal use of space, however text should still be limited. PowerPoints are only designed to support the presenter. Contact communications@naf.org for questions or custom presentation needs.



When using our logo in conjunction with a school, partner or funders' logo, all guidelines for appearance should be followed as described earlier in this guide. The NAF logo should receive the same weight as the school logo when materials are focused on academy programming. All logo regulations in this guide should be followed by our partners to ensure NAF's logo is taken seriously and we receive proper brand awareness. If a partner is given our logo to put on their own work, it is NAF staff's responsibility to provide logo variations and guidelines while approving the materials to ensure proper use prior to publication.

Here are examples of correct co-branding:

