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:

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The official NAF logo is a key component of 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 in the press room section of naf.org

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

Pantone 7731
C: 85 M: 20 Y: 92 K: 6
R: 23 G: 141 B:77
HEX: 178D4D

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

NAF's primary logo is the NAF circle with "Be Future Ready" stacked next to it. This logo should be used especially when introducing NAF to new audiences or promoting NAF to a wider market. When space is narrower for the logo to fit into, a non-stacked version of our tagline logo should be used.

When promoting NAF in a co-branded partnership, or if space is smaller where the primary tagline logos will be illegible, a version of the logo with just the circle or the NAF wordmark may be used.

In all cases, the logo should be produced in NAF green unless the placement on the background hinders legibility, in which case a white, black, or grey version of the logo may be used. All logos should never be sized smaller than .5 inches in height.
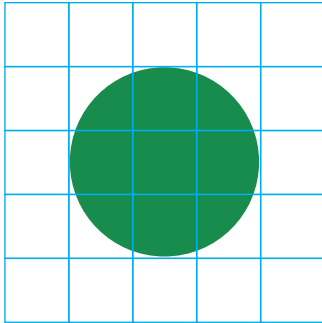
When placing any logo version, the inactive space around the logo, as well as the distance from the edge of a printed piece, must always be at LEAST 1/3 the diameter of the logo on all sides. Logo files with proper spacing are found in the Marketing Communications Library. Examples of inactive spacing around logos are shown here:

If the primary NAF green 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 with any other colors.

If the logo will be printed in black and white or legibility is still a concern with a color logo, the NAF logo may appear in either NAF gray, black, or white.

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

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

Logos of the five NAF academy pathways are available. The logo is designed to include the tagline whenever the academy theme is included. It is preferred to use the green color version with the two-line tagline whenever possible. If legibility becomes a concern, this logo can also be used in NAF dark green, NAF grey, black or white. If the two-line tagline logo does not work, the one-line tagline logo may be used. Academy themes are not represented when just our circle or NAF wordmark is present.

Custom versions of our logo are also available to include your high school name as well as your NAF academy. These versions are generated in NAF green and can also include your school mascot or high school logo. These can either be requested through the Academy Support Hub or by contacting members of the Marketing & Communications team listed on Page 1 of this guide.

NAF will refrain from using high school mascots, logos, or additional imagery that are in direct conflict of interest with our effort to promote diversity, equity, inclusion, and access.

Additional NAF logos are available to showcase academies and programs that are recognized throughout the year, they are:

- **Year of Planning**
- **Katherine Blasik Distinguished**
- **NAF Model Academy**
- **NAFTrack Certification**
- **NAF Alumni**

These logos should be used on marketing materials related to their respective programs and used only if given prior approval or award by the organization. When possible, use the green or color version of the logo. If the logo will be printed in black and white or legibility is still a concern with a color logo, the NAF logo may appear in either NAF gray, black, or white.

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 backgrounds respectively. Using our logos on backgrounds that clash or make our logo illegible is prohibited.

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

Do not isolate individual parts 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 or gradients to the logo such as effects or text inside the logo.

Do not create gradients with different colors or export gradients at a low resolution.

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 5605
C: 89 M: 46 Y: 82 K: 56
R: 0 G: 63 B: 43
HEX: 003F2B

Pantone 7731
C: 85 M: 20 Y: 92 K: 6
R: 23 G: 141 B:77
HEX: 178D4D

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 446
C: 0 M: 0 Y: 0 K: 90
R: 65 G: 64 B: 66
HEX: 414042

Pantone 124
C: 18 M: 37 Y: 100 K: 1
R: 212 G: 158 B: 9
HEX: D49E09

Pantone 669
C: 80 M: 100 Y: 29 K: 29
R: 72 G: 14 B: 90
HEX: 480E5A

extended color palette

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

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

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

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

C: 95 M: 85 Y: 0 K: 0
R: 30 G:64 B: 170
HEX: 1E40AA

C: 100 M: 98 Y: 24 K: 33
R: 7 G: 8 B:97
HEX: 070861

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:

main
palette

accent
palette

extended
palette
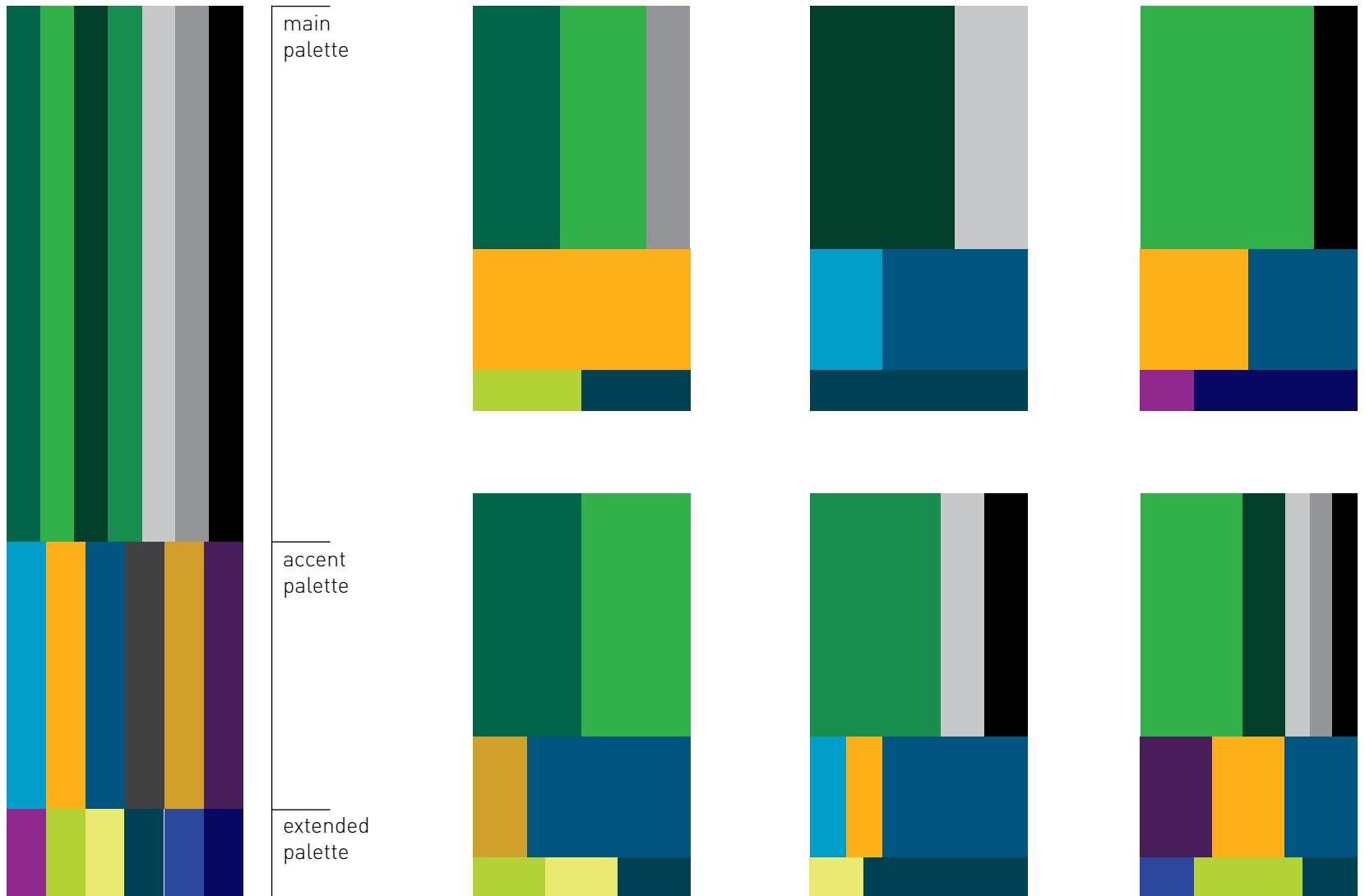
NAF's main gradient uses two shades of green at a 54% blend and a 45-degree angle. The purpose of this gradient is to signify forward motion. When using gradients as a design element, be sure to maintain this blend and angle.

Using these blends and angles, other colors from the color palette are also used to create more gradient options that can be used to visualize forward motion and thinking in

The gradient is intended for use only with the color builds noted here. Using other colors not specified below, using their Pantone codes, or exporting gradients at a low-resolution level can result in low-quality gradients called banding.

#32B04A   54% at 45°   #006A4F
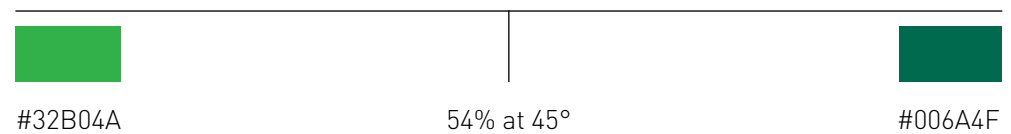
#C6C8CA   #939597

#005480   #005581

#EBEA70   #B2D235

#009EC9   #3005480

#FBAF17   #D88C05

#92278F   #700770

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 headings, subheadings, and other primary messaging, DIN should be considered in any weight. However, for smaller spaces, DIN Condensed offers DIN's branding in a thinner typeface for better content placement. Utopia can also be used if messaging calls for a serif typeface.

For copy, Roboto or Roboto Condensed should be considered outside of using DIN as the primary typeface. If neither of them is available, the recommended font is Tahoma. Italics versions should only be used for brief emphasis on a link or within a sentence, never full paragraphs.

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

PRIMARY TYPEFACE

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &!?.,*
The five boxing wizards jump quickly.

Extra Light · Light · Regular · Medium · **Bold** · **Black**
Light Italic · *Italic* · *Medium Italic* · *Bold Italic* · *Black Italic*

SECONDARY TYPEFACES

DIN CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &!?.,*
The five boxing wizards jump quickly.

Light · Regular · **Medium** · **Bold** · **Black**

Utopia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &!?.,*
The five boxing wizards jump quickly.

Regular · **Semibold** · **Bold**

Regular Italic · *Semibold Italic* · *Bold Italic*

COPY TYPEFACES

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &!?.,*
The five boxing wizards jump quickly.

Thin · Light · Regular · **Medium** · **Bold** · **Black**
Thin Italic · *Light Italic* · *Regular Italic* ·
Medium Italic · *Bold Italic* · *Black Italic*

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &!?.,*
The five boxing wizards jump quickly.

Light · Regular · **Bold**

Light Italic · *Regular Italic* · *Bold Italic*

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 &!?.,*
The five boxing wizards jump quickly.

Regular · **Bold**

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.

Email signatures should include the following (*optional):

Name
Phone Number*
Title | NAF
City, State*
NAF.org | @NAFCareerAcads
#BeFutureReady

[f] [t] [in] [instagram] [youtube] [tiktok]

GRAPHIC*

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

Joseiry Perez
Events Marketing Manager| NAF
Wallington, NJ
NAF.org | @NAFCareerAcads

[f] [t] [in] [instagram] [youtube] [tiktok]

#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
Events Marketing Manager | NAF
NAF.org | @NAFCareerAcads

[f] [t] [in] [instagram] [youtube] [tiktok]

#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, training, 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.
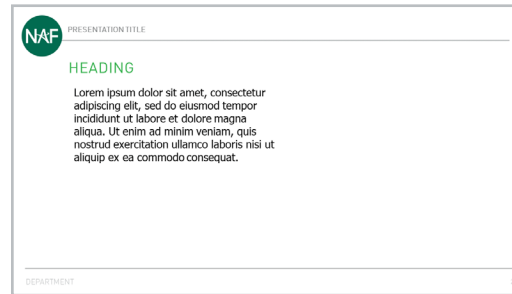
When using our logo in conjunction with a school, partner, or funder logo, all guidelines for appearance should be followed as described earlier in this guide. All logo regulations in this guide should be followed by our partners to ensure NAF's logo receives proper brand awareness. If a partner is given 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.

When paired with another partner logo, the 'NAF' letters should be the same line height as the letters of an accompanying wordmark logo. In cases where NAF is paired with a non-text logo, the heights of the logos should be the same.

In some cases, NAF may sponsor or power a product, service, or program with its own distinct branding. When NAF is the parent brand and funding a product, program, or strategy, the NAF wordmark should be used with the term "powered by NAF" used in the branding of the logo.