

## Introduction

This document should serve as a guideline for anyone commissioning, writing, designing or producing NOHSA branded communications or materials. This document contains a summary of the brand, including an overview of the creative style and basic elements of the association's identity. Maintaining brand consistency is key to the recognition of the association.

## Logos

Our logo appears in four logotypes, the traditional tailed-ribbon logo, ribbon head logo, mono black logo and the mono white logo. The tailed-ribbon logo should be used unless format required the tail-less version.



Logo may appear gray scale on documents that will be printed and distributed in gray scale. Logos should not appear gray scale in documents that will be printed and distributed in color and should not appear gray scale in an online format. The provided gray scale logo should be used in gray scale documents. The color logo should not be printed in gray scale or altered to gray scale.



The colors of the logo should not be altered in any way, including any changes that alter hue, brightness, opacity, or color balance. For clarity, the logo should not sit on colors and tones similar to the logo outline color.

The logo should only be used if it appears large enough that the text can be read easily. In order to maintain the integrity of the traditional logo, it should not be changed, altered or recreated with additional embellishments like drop shadows, gradients, embossing, etc. Single color versions of the logo may be used with shadow/glow effects for clarity.

The logo may be rotated to a tilt of -10 or +10 degrees for stylistic purposes, but may not be rotated to any other degree. The logo may be resized as long as it maintains the original aspect ratio and legibility. The logo should not be stretched, skewed, or distorted in any way. No other graphic elements should overlap or cover areas of the logo, nor should any elements of the logo be removed.

## Typeface

Our primary typeface for professional publishing is Avenir, a geometric style of sans-serif typeface. It's organic but futurist quality will give our communications a friendly, human tone and positions us as more approachable in and relevant in members' minds. It is different than our logotype, but works well alongside it and is versatile enough to appear in any stylistic determination across media types.

There are three main styles and six weights of Avenir, each with an italic style. In the event that the Avenir Type family is not available, as in some closed-source programs, the Open Sans family may be substituted. Bebas Neue is an artistic typeface that is designed to emulate the Avenir typeface with increased compatibility for vector-based graphics and may be substituted for Avenir Next Condensed Demi Bold in Adobe Photoshop or other compatible programs. Understand that Bebas Neue is not a universal font, so it should only be used on materials that are to be distributed in print, PDF, or other final-form capacities.

### Avenir

Light  
Book  
Roman  
Medium  
**Black**  
**Heavy**

### Avenir Next

Ultra Light  
Regular  
Medium  
**Demi Bold**  
**Bold**  
**Heavy**

### Avenir Next Condensed

Ultra Light  
Regular  
Medium  
**Demi Bold**  
**Bold**  
**Heavy**

## Colors

Our image conveys clear lines and bold colors to promote clarity, simplicity, and friendliness. Colors should not be overlapped, such as yellow text on a black background, and should alternate regularly for clarity.

Red should be used more dominantly than yellow or blue, indicating a header or a main title, with blue, then yellow following subsequently. This applies to the order of subtitles and subheadings.

## Color Codes

Color is an important part of our visual brand. Specific signature colors are combined to create a unique signature. To maintain consistency in our visual identity, it is essential to reproduce our colors accurately, always follow the CMYK, RGB and WEB/HEX values shown below.

Other colors may be used in our communications as accents in support of the primary color palette on this page. All communications, however, should feature the colors specified in this guide in order to ensure consistency and build recognition of our visual identity.



### **NOHSA Red**

C - 24 M - 100 Y - 100 K - 20  
R - 162 G - 30 B - 33  
HEX #A21E21



### **NOHSA Gold**

C - 7 M - 40 Y - 85 K - 0  
R - 234 G - 30 B - 33  
HEX #EAA241



### **NOHSA Blue**

C - 91 M - 65 Y - 0 K - 0  
R - 27 G - 97 B - 174  
HEX #1B61AE

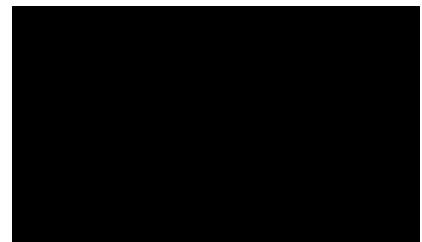
### **White**

C - 0 Y - 0 M - 0 K - 0  
R - 255 G - 255 B - 255  
HEX #FFFFFF



### **Charcoal**

C - 73 Y - 64 M - 60 K - 16  
R - 64 G - 64 B - 64  
HEX #404040



### **Black**

C - 74 Y - 71 M - 64 K - 87  
R - 0 G - 0 B - 0  
HEX #000000