



NVCN 40th Anniversary
Usage Guidelines

Color Palette

Small adjustments to the brand palette to feel warmer and brighter.

Light blue is the primary color and is accompanied by a blue-green and a darker blue-green with pops of yellow.

c42 m10 y18 k0

c78 m34 y41 k6

c85 m50 y48 k23

c7 m24 y85 k0

Anniversary Logo

Primary logo used against white background.



Anniversary Logo Alternate

Variations when used on a darker
color background or image.



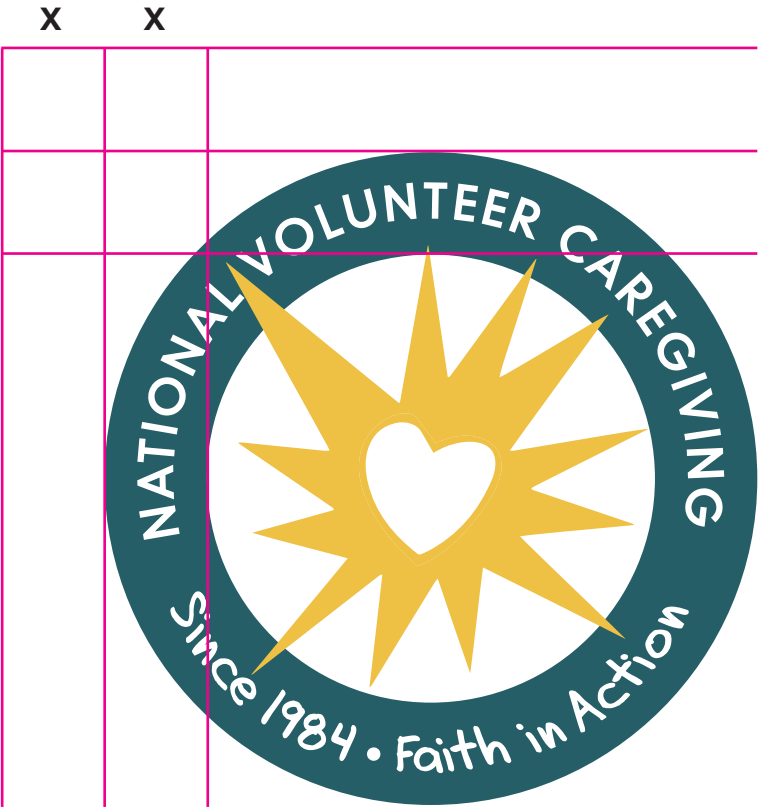
Anniversary Logo

Black and white logo usage.



Clear Space

The logo should maintain a clearspace on all sides equal to or greater than the width of X (the thickness of the “ring”).



Typography Usage

Gotham in various weights is the primary typeface. Different weights are used for specific purposes.

A mix of Ultra, Bold and Thin for decorative use.



Large Text in Bold

Exciting things are in the works!

Header in Bold

Join us in the planning effort by signing up for our newsletter

Body Text in Book

Share Your Successes, Spotlight your Team, and Celebrate together with the National Network!

Small Text in Bold

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