



**NVCN 40th Anniversary**  
Usage Guidelines

# Color Palette

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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

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Primary logo used against white background.



# Anniversary Logo Alternate

Variations when used on a darker  
color background or image.



# Anniversary Logo

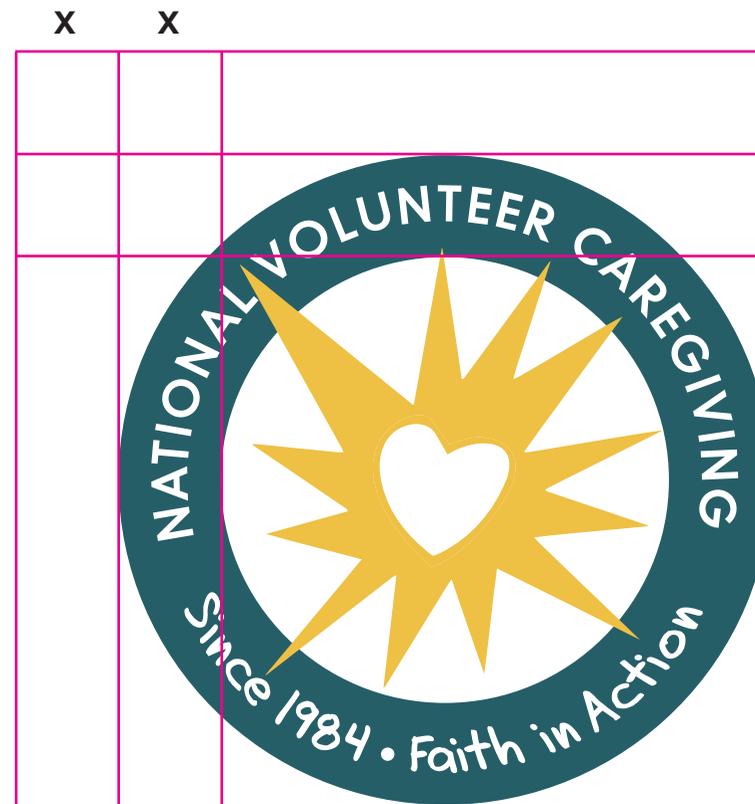
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Black and white logo usage.



# 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

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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.

Celebrating  
**40** years

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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