

NACA[®]

NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

BRAND + STYLE GUIDE



THE NACA LOGO: COLORS

The NACA logo is designed for flexibility. It is composed of simple, clean type that can accommodate any number of additions or variations such as regional names and programs.



COLOR: This will be the logo for most uses. If the logo is being placed over a busy background, the BLACK or WHITE versions may be used instead. Use common sense and choose the version based on what provides visual clarity.

LOGO USAGE EXAMPLES

Here are some examples of how the logo might look in the wild, and how to choose which version to use.

GOOD: Black is the best choice here, as the light blue text might not be legible on this light blue background

NACA[®]
NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

NOT GOOD: The light blue text is illegible

NACA[®]
NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

GOOD: The entire logo is clear

NACA[®]
NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

GOOD: The entire logo is clear, even over a full color image

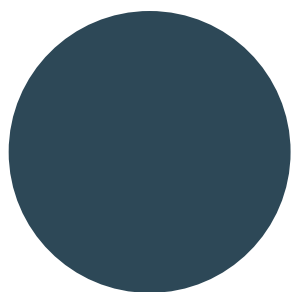
NACA[®]
NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES



THE NACA COLOR PALETTE

The logo colors are dark and light blue. Secondary colors are olive green, in a nod to the original 1960s color scheme, and gold. Accent colors are red and lavender, and for complimentary backgrounds, beige and grey.

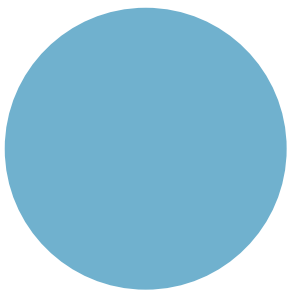
PRIMARY COLORS



DARK BLUE

Web: 304859

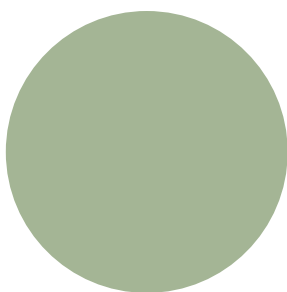
CMYK (Print):
C 84 • M 63
Y 47 • K 33



LIGHT BLUE

Web: 73B2CF

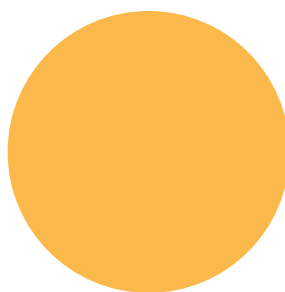
CMYK (Print):
C 54 • M 16
Y 11 • K 0



OLIVE GREEN

Web: A5B595

CMYK (Print):
C 38 • M 19
Y 46 • K 0

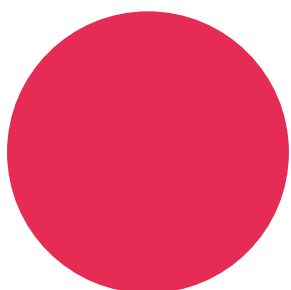


GOLD

Web: FDBA4D

CMYK (Print):
C 0 • M 30
Y 80 • K 0

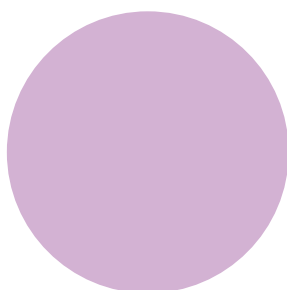
ACCENT COLORS



RED

Web: E53155

CMYK (Print):
C 4 • M 95
Y 59 • K 0



LAVENDER

Web: D4B3D5

CMYK (Print):
C 15 • M 32
Y 0 • K 0

BACKGROUND COLORS



BEIGE

Web: F7F0E7

CMYK (Print):
C 2 • M 4
Y 7 • M 0



GREY (10% black)

Web: E6E7E8

CMYK (Print):
C 0 • M 0
Y 0 • K 10

THE NACA LOGO: NACA REGIONS

The NACA regional logos follow the same guidelines as the main logo.



THE NACA LOGO: NACA PROGRAMS

The name “NACA” (with the registered mark) is always the focal point. The subheading, in lighter blue, can be a program, event or any other NACA-branded entity. Note that the subheading varies in size but is always smaller than “NACA.” The goal is to allow for new programs to be created that still maintain the NACA identity. Capitalization varies but is up to NACA’s discretion.

NACA®
institutes

NACA®
webinars

THE NACA LOGO: FONTS

The typeface used for NACA branding is **Galatea**, available from vendors such as fonthaus.com.

Galatea comes in several weights and has narrow and condensed versions for saving space when needed. A hierarchy of styles can be made all with this single font, just by using different weights and sizes:

Title or Header

Subheader

Body copy can be done in Galatea Regular, an easy-to-read geometric sans serif typeface.

Similar fonts that can be used if Galatea is not available include Futura, Twentieth Century and Anso.



THE NACA LOGO: ALTERNATE VERSION

Occasionally there will be a platform that requires a horizontal layout (i.e. wristbands and website banner ads). In these cases, the alternate logo may be used. Use the same color guidelines as the regular logo.



THE NACA® FOUNDATION LOGO



The NACA® Foundation logo deviates slightly from the 1/3 size rule because the Foundation is a separate entity that is used to brand a number of programs such as scholarships and research grants. As for color, it follows the same guidelines as the main logo.



Don't:

Change the color



Distort, squish or stretch



Change the size of any part of the logo



Reduce to an illegible size



Use a different font



Leave off the "registered" symbol



THE NACA LOGO: USAGE GUIDELINES

Do:

Choose an appropriate background color



Use the black or white versions when appropriate



Use high-res files provided by NACA



Contact us if you have questions or need files:

Lucy Taylor
Director of Membership & Marketing
lucyt@naca.org