

BRAND GUIDELINES

NCEDA's style guide has been created to ensure consistent use of branding elements in all communication materials to strengthen brand identity.

Use this guide as a reference when creating NCEDA branded documents, graphics, presentations, videos, etc or when sending logos, ads and/or photos to publications or organizations.

Some programs, projects and services have signature graphic elements, logos, photos or design styles.

NCEDA COLOR PALETTE May also accent with R5DC orange #F46036



R 11	R 27	R 7	R 17	R 160
G 113	G 64	G 138	G 152	G 160
B 137	B 121	B 98	B 184	B 160
C 89	C 100	C 86	C 79	C 0
M 44	M 84	M 23	M 24	M 0
Y 35	Y 25	Y 76	Y 20	Y 0
K 8	K 10	K 7	K 0	K 37

#0B7189 #0B4079 #078A62 #1198B8 #A0A0A0

LOGO VARIATIONS

STANDARD LOGO



REVERSE/WHITE LOGO



Scale logo proportionally, do not distort or stretch. Proper logo size depends on usage, but should always appear large enough to be legible. Do not attempt to recreate or change the logo in any way.

TYPOGRAPHY

STANDARD FONT

Calibri Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DESIGN FONT

Raleway Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ACCENT FONT

Montserrat Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use NCEDA standard font for internal and external documents, proposals, etc.

Headline size: 14pt; Copy size: 11pt. Templates for NCEDA team to access available on SharePoint.

Design font is used for external marketing material.

Accent font is used for headlines in advertisements, presentations, website, etc

CO-BRANDING

When branding with other partners is necessary, logos should be placed as follows:

- If NCEDA is the primary funding or resource contributor: the NCEDA logo should appear first, followed by other logos in succession of contribution level.
- If all organizations provide equal contribution to the effort: all logos should appear in alphabetical order and be of similar size.
- If NCEDA is a secondary partner: the NCEDA logo should appear after larger contributors.