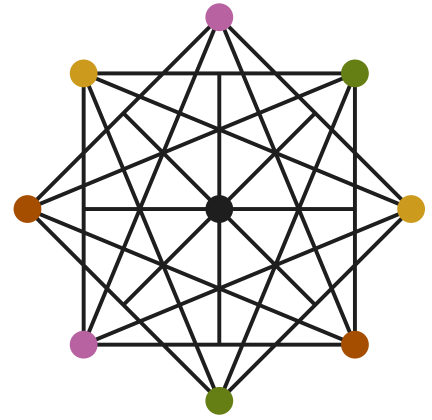




NATIONAL PRESERVATION PARTNERS NETWORK

Brand Guide

Consistency is vital to a strong, memorable brand identity. We've provided guidelines to help you convey your brand in the best way possible.

IN ORDER TO MAINTAIN THE INTEGRITY OF THE NATIONAL PRESERVATION PARTNERS NETWORK (NPPN) BRAND, PLEASE FOLLOW THE RULES OUTLINED IN THIS GUIDE.

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Official Colors

	PRINT		WEB	
	PANTONE	CMYK	RGB	HEX
BLACK	BLACK	0 · 0 · 0 · 100 Rich black for professional printing: 40 · 30 · 30 · 100	30 · 30 · 30	1E1E1E
BRICK	1525 uncoated 1605 coated	24 · 76 · 100 · 11	166 · 78 · 0	A64E00
OCHRE	110	22 · 36 · 100 · 0	204 · 154 · 29	CC9A1D
OCHRE DARK	n/a	22 · 36 · 100 · 10	184 · 142 · 25	B88E19
GREEN	2301 uncoated 2276 coated	48 · 20 · 95 · 0	139 · 155 · 69	8B9B45
GREEN DARK	n/a	53 · 22 · 100 · 10	102 · 127 · 21	667F15
PURPLE	514 uncoated 2067 coated	22 · 60 · 0 · 0	184 · 98 · 161	B862A1
PURPLE DARK	n/a	24 · 66 · 0 · 10	170 · 91 · 149	AA5B95

The darker versions of the colors must be used for text on a white background. See p.13 for further explanation of color use.

PANTONE (PMS) colors can only be used for offset printing. They are the most accurate color because they are pure inks. Printing with PMS is typically limited to 1, 2 or 3 color printing, however you can print up to 6 PMS colors on a 6 color press. Please note: uncoated and coated inks may be different because color can appear very different on a coated versus uncoated surface. Coated colors should only be used for coated materials such as stickers, vinyl, etc. When printing on the papers in your brand identity use uncoated PMS numbers.

PAINT Colors for print materials can appear too vibrant at large scale, so we recommend picking more muted colors than your PMS colors for painting furniture, walls, or exterior façades. Robin Easter Design (RED) can assist in selecting paint colors if desired.

CMYK colors are made up of a mix of Cyan, Magenta, Yellow and Black. CMYK is used when printing full color (4-color process). CMYK mixes can be used on offset and digital printers, however offset printing yields more accurate color. Color can vary significantly on desktop printers so we can't guarantee a color match on all printers. If you will be doing a large amount of in-house printing, we recommend printing a color test sheet to determine a specific color mix for your printer. Please contact RED to set one up. Because screens are backlit, CMYK will never appear as bright and vibrant as the RGB colors on screen.

RGB & HEX numbers are for on screen use only. Ink colors do not look accurate on screen. We try our best to simulate web colors on our monitors, but color varies wildly from screen to screen.

Official Papers

	COMPANY	LINE	WEIGHTS
EPIC BLACK	Neenah	Classic Crest	80 lb text 80, 100, 120, 130, 165 lb cover
WHITE	Domtar	Cougar	60, 70, 80, 100 lb text 65, 80, 100, 130 lb cover
RUST	Legion	Colorplan	91 lb text 65, 100, 130, 200, 260 lb cover
GUMDROP GREEN	French	Pop-Tone	70 lb text 65, 100 lb cover
#6	Gmund	Used	111 lb cover
PLUM PUNCH (alternate)	French	Vivitone	70lb text, 100 lb cover

HEAVY WEIGHT paper should only be used for items that need to be on extra thick paper, such as business cards, postcards, etc.

NOTE: Do not use coated paper for NPPN, except for materials which need to withstand the elements such as a banner or bumper sticker, etc. Everything else should be printed on one of these uncoated papers.

Logo Versions

The NPPN logo is available in horizontal and vertical configurations.
The horizontal logo is the primary logo and should be used most often.

PRIMARY



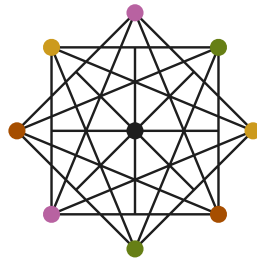
VERTICAL



Logo Versions

The logo may be separated into the following components. Avoid using the below components and a complete logo lockup (previous) within the same composition.

SYMBOL



STACKED LOGOTYPE

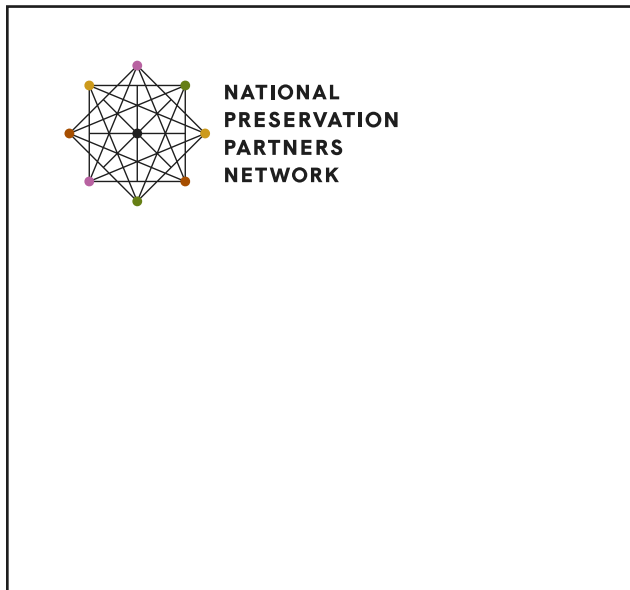
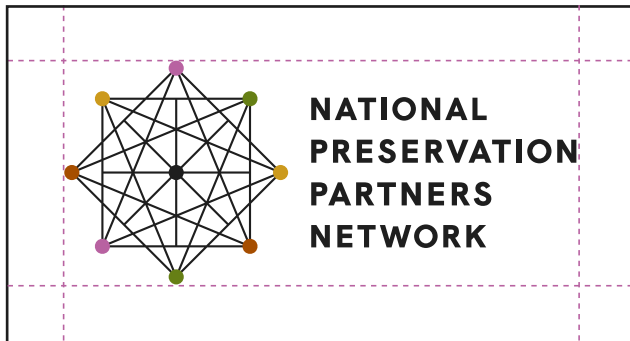
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EXTENDED LOGOTYPE

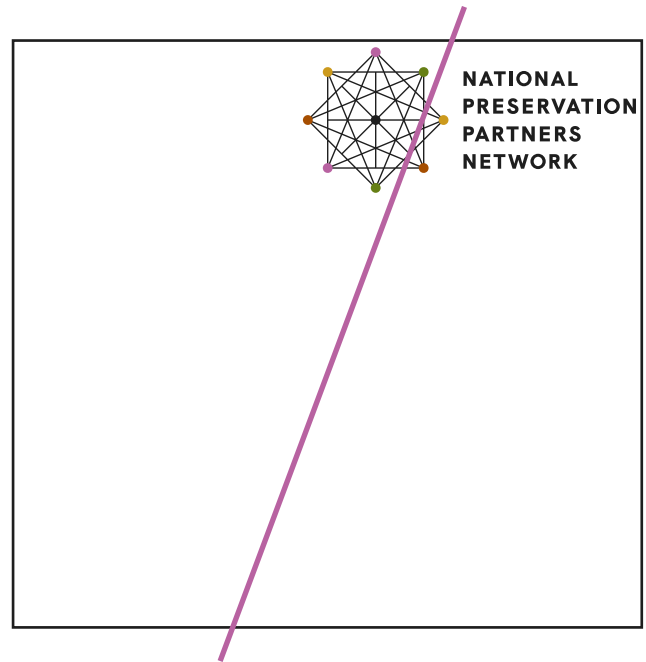
NATIONAL PRESERVATION PARTNERS NETWORK

Margins

The margin around the logo should always be at least 1/4 the height of the symbol.



CORRECT MARGINS



INCORRECT MARGINS

For small items such as stickers, the margins can be cheated smaller, but don't cram it to the edges. The margins should never be smaller than the optical space between Partners and Network.

Margins

EXAMPLES OF UNACCEPTABLE USE

Do not lay out brand materials without adequate margins and breathing room around elements.

THE NETWORK HELPS YOU:

Learn from one another across regions and roles, adapt proven tools to new contexts and build collaborative capacity for impact at the local, regional, and national levels.



CORRECT MARGINS

THE NETWORK HELPS YOU:

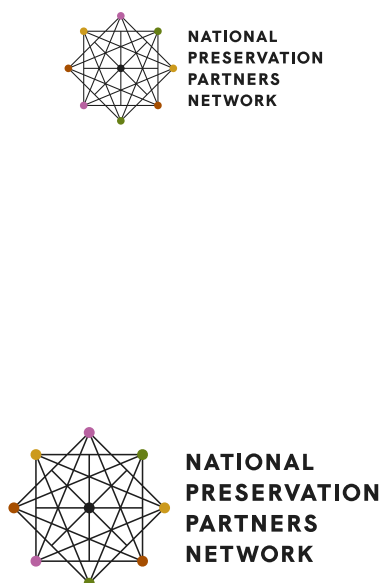
Learn from one another across regions and roles, adapt proven tools to new contexts and build collaborative capacity for impact at the local, regional, and national levels.



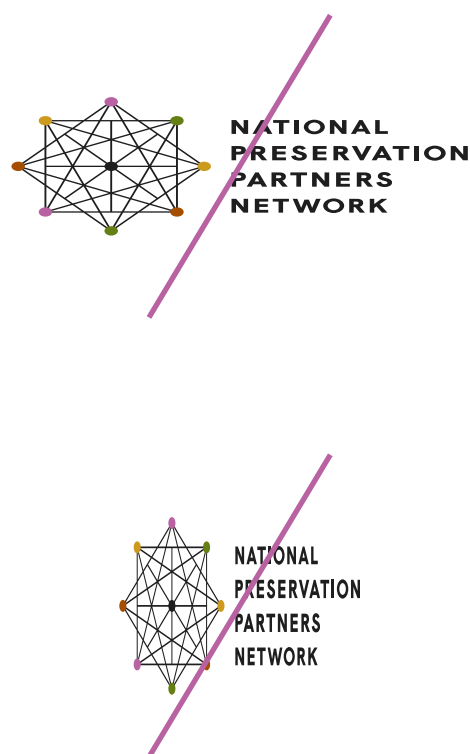
INCORRECT MARGINS

Ratio

The logo must be resized proportionally. The logo should never be stretched in any way. This applies to all elements of the NPPN brand. Never stretch the logos, typography, etc.



CORRECT SIZING



INCORRECT SIZING

Logo Usage

EXAMPLES OF UNACCEPTABLE USE



Do not change the proportion of elements in the logo



Do not alter the spacing of elements in the logo



Do not outline the logo



Do not screen the logo to use as a faux watermark or overlay text



Do not use other fonts



Do not alter the arrangement of elements in the logo



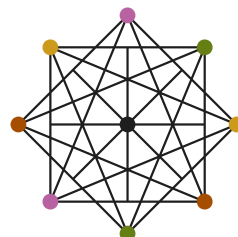
Do not use special effects such as beveling or drop shadows



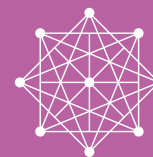
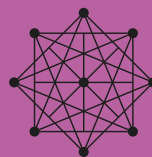
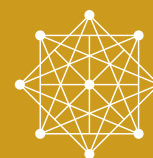
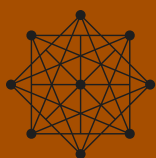
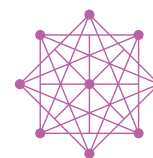
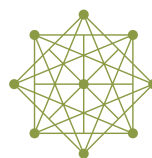
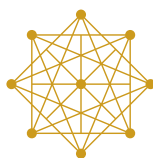
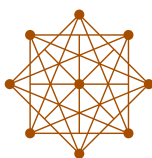
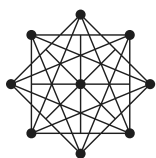
Do not skew or rotate the logo

Color Usage

The logo should appear primarily in full color on a white background. The one color logo may be used in any brand color. When the logo appears on a colored background, the one color logo must be used in either black or white.



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Color Usage

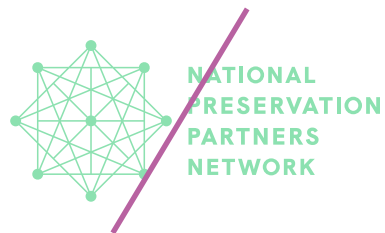
WHEN COLOR PRINTING IS NOT POSSIBLE,
the logo should appear in 100% black or reversed out.



EXAMPLES OF UNACCEPTABLE USE



Do not use multiple colors in the logo beyond the dots in the mark. Do not rearrange the colors of the dots.



Do not use unapproved colors

This applies to NPPN branded materials. If the logo is to appear on another brand's materials as a partner or sponsor logo, the logo may appear in another color. An example would be on a tshirt where all the sponsor logos are printed the same color.

Color Usage

The darker versions of the colors must be used for text when on a white background. Never use the darker colors for fill areas. To maintain sufficient color contrast, only certain color combinations may be typeset over one another as shown below. When type appears on a colored background, black or white text should be used primarily. Due to the lower contrast, the color on color combinations should be used rarely if at all and only at large enough scale to ensure readability.

* Only these color combinations should be used for on screen materials in order to meet web accessibility standards. ** These options have a minimum type size requirement, they must be at least 24px or 19px if the text is bold.

PARTNERS	black	*
PARTNERS	ochre dark	**
PARTNERS	green dark	*
PARTNERS	brick	*
PARTNERS	purple dark	*

PARTNERS	black	*
PARTNERS	ochre	*
PARTNERS	green	*
PARTNERS	brick	*
PARTNERS	purple	**

PARTNERS	black	
PARTNERS	white	*
PARTNERS	ochre	
PARTNERS	green	

PARTNERS	black	*
PARTNERS	white	
PARTNERS	green dark	
PARTNERS	brick	
PARTNERS	purple dark	

PARTNERS	black	*
PARTNERS	white	**
PARTNERS	brick	

PARTNERS	black	**
PARTNERS	white	*
PARTNERS	ochre	

Fonts

The following fonts have been approved for use on NPPN materials. No other fonts may be used. For any text typeset in all caps, please track by 100 (add extra letter spacing).

Connected for
what's next in
preservation.

PLATYPI should be used for larger headers and special treatments. The Medium weight should be used primarily. Platypi should be typeset upper and lower case rather than all caps.

use for free through Google Fonts
fonts.google.com/specimen/Platypi

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HANKEN GROTESK is for smaller headers, body copy, captions and bits of information. Regular should be used primarily for body copy. Extra Bold or Bold should be used most often when typesetting in all caps.

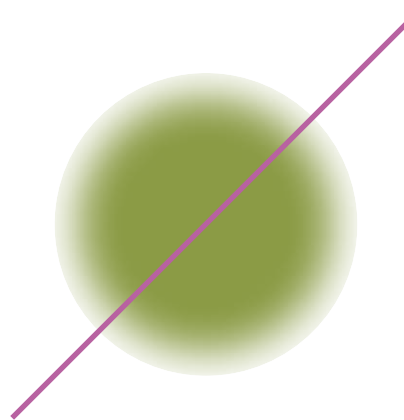
use for free through Google Fonts
fonts.google.com/specimen/Hanken+Grotesk

Graphic Style

The NPPN brand uses flat color with crisp edges. Avoid the following effects to keep the brand looking polished and consistent.

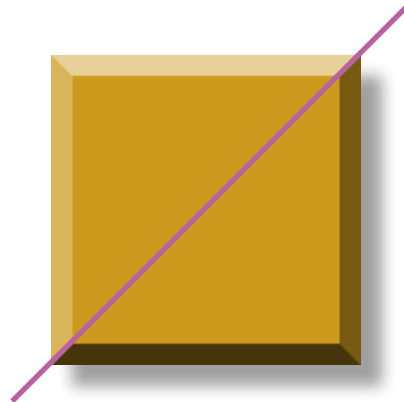
SOLID SHAPES

Do not fade or vary the opacity of color fields or shapes. Do not use feathered edges.



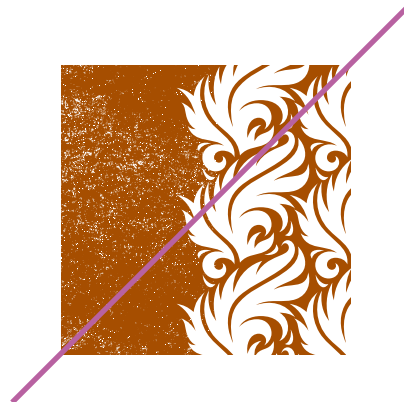
NO EFFECTS

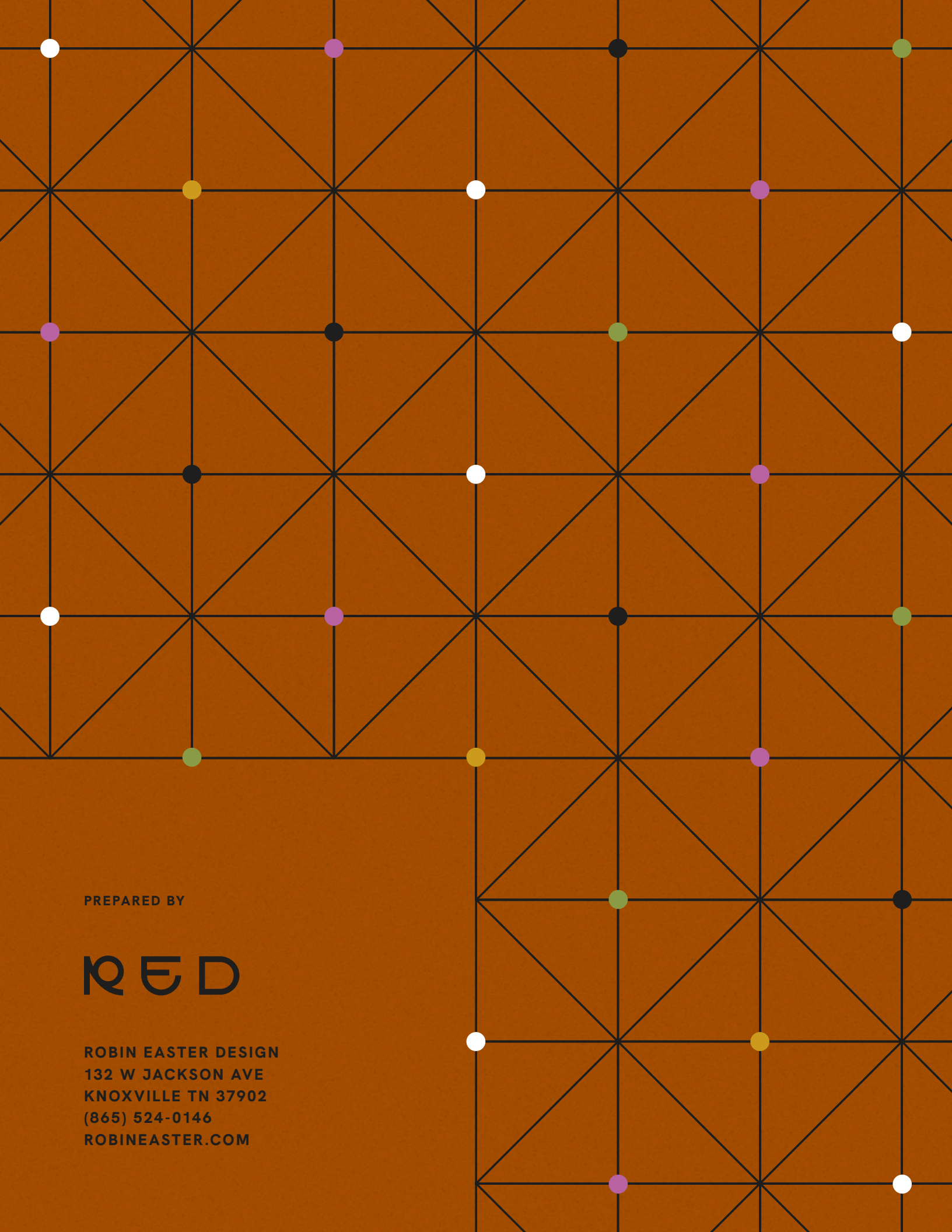
Never use special effects such as beveling or drop shadows. The graphics should not appear artificially three-dimensional.



TEXTURE

Never use gimmicky textures like grunge or canned patterns etc.





PREPARED BY

RED

ROBIN EASTER DESIGN
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KNOXVILLE TN 37902
(865) 524-0146
ROBINEASTER.COM