**national summer
learning association**

**NATIONAL
SUMMER
LEARNING DAY**

Brand Standards

Contents

Why this guide?

Use of this guide ensures a consistent, professional appearance of the National Summer Learning Association (NSLA) and Summer Learning Day brands.

When to use

Any branded communications from, or using the NSLA or Summer Learning Day brand, should follow these guidelines.

Questions

Direct all questions to Laura Johnson, VP of Communications at 410-856-1370 x208 or ljohnson@summerlearning.org.

nsla
**national summer
learning association**

National Summer Learning Association

Brand Components: Logo

Primary Logo

Our logo is the most visible element of our brand identity.

What?

This logo is comprised of two parts: wordmark and icon. These two elements should always stay in this arrangement. Examples of do's and don'ts for the logo are described on page 8.

When?

This is the default logo for NSLA. Variations of the logo are described on page 5; alternative options (such as grayscale and reversed) are described on page 7.

Font

This font uses Helvetica Neue.

Minimum space: Leave space on all sides equal to at least the size of two lowercase "n"s.

Uptur accusamuscid que nectint et eatqui invendit pernatur am, soluptam voluptat expe latem laboria tibusdae nitemodit, sequi dite illuptam ipsaesto mossunt, aut fugitatem dolessitium imincte corro culparum quos apero ipsum, consent. Enit et et ratatemporum ex evellaut repe con es quam voluptat odi optatinto beati dolor rate nist amenes debit ea nullor repuda

Example of spacing around logo with text.

0.75"

Minimum Size

To preserve the legibility of the logo, the width of the logo should not be smaller than 0.75".

Brand Components: Logo

Logo Variations

Mark Only

When the NSLA name is not needed within the logo, this version should be used. The full name "National Summer Learning Association" must be included within the design, printed or digital.

Tagline

When NSLA needs to show the tagline with the logo, this version should be used. The full name "National Summer Learning Association" must be included within the design, printed or digital. The tagline should always appear to the right of the mark.

**smarter summers.
brighter futures.**

Website Only

Due to the size constraints of website navigation, **this version is specifically for use in the navigation of the NSLA website**. As it is very similar to the look of the tagline variation of the logo, this variation should never be used outside the website.

national summer
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Minimum Sizes

Mark Only width: 0.375"
Tagline width: 1.25"

0.375"

smarter summers.
brighter futures.

1.25"

national summer
learning association

Brand Components: Logo

Recommendations for Use: Tagline and Mark Only Logos

The standard NSLA logo should be used whenever possible. Below are encouraged uses for the tagline and mark only logos.

Tagline

Pieces with minimal text
The tagline logo may be used to help promote the NSLA brand and mission. Uses include:

- Billboards
- Posters
- Small ads

Pieces with minimal NSLA messaging
If a piece lacks a significant amount of messaging, use of the tagline logo is a good way to succinctly display the NSLA mission.

Mark Only

Pieces with limited space

- Small printed ads
- Website banner ads
- Small promotional items

As an icon

- Social media avatars
- Apps

Embroidery
The text of the standard logo may not be legible when embroidered on clothing, so the mark can be used by itself in this case (the full name "National Summer Learning Association" must be included on the piece). If the logo is screen printed, however, the standard logo should be used.

Brand Components: Logo

Alternative Logos

Grayscale / Black

When color production is not an option, the grayscale or black versions can be used.

Blue: 85% Black
Green: 55% Black
Orange:40% Black

1 Color

1 color versions should be used only when printing in 1-2 spot colors. They should always be used on a white background.

Bright Blue

Green

Orange

Reversed

While the logo should appear on a white background whenever possible, it may be reversed as shown.

The white reversed logo should be used on a high contrast background. The 2 color reversed logo should be used only on dark backgrounds that approximate 90% black, and complement the colors of the logo.

White reversed logo

2 color reversed logo on 100% black

2 color reversed logo on 90% black - minimum lightness

Good choice: dark color approximates at least 90% black, complements logo colors

Background is too bright, clashes with colors of logo

Background blends in with blue of logo, does not complement orange

Brand Components: Do and Don't

Do

Keep elements together.

Scale proportionally.

Keep horizontal.

Use solid colors without effects.

Don't

Rearrange or change colors; Rearrange elements

Stretch anything unevenly.

Rotate.   Place on an Image.

Use gradients, drop shadows, opacities, or outline.

Brand Components: Colors

Primary

Must be used whenever the NSLA brand
is featured in color.

PMS 7488 C	PMS 1375 C	PMS 638 C
C52 M0 Y82 K0	C0 M45 Y94 K0	C86 M0 Y9 K0
R142 G221 B101	R255 G158 B27	R0 G175 B215
#8edd65	#ff9e1b	#00afd7

Secondary

Use these colors to enhance creative elements,
such as illustrations, infographics, and to highlight
elements within layouts.

PMS 143 C	PMS 1665 C	PMS 485 C
C0 M32 Y87 K0	C0 M73 Y98 K0	C0 M95 Y100 K0
R241 G180 B52	R252 G76 B2	R218 G41 B26
#F1b434	#fc4c02	#da291c

PMS 3005 C	PMS 361 C
C100 M31 Y0 K0	C77 M0 Y100 K0
R0 G119 B200	R67 G176 B42
#0077c8	#43b02a

Supporting Shades

Specific shades of gray to be used within
elements as needed. These are also the shades of
gray used in the grayscale version of the logo.

C0 M0 Y0 K85	C0 M0 Y0 K55	C0 M0 Y0 K35
R77 G77 B79	R138 G140 B142	R177 G179 B182
#4c4c4e	#898b8e	#b1b3b6

nsla
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Brand Components: Typography

Primary Typeface

Calibri is the primary brand typeface. Using this typeface increases brand consistency due to its compatibility for both Windows and Mac operating systems. Use this typeface whenever possible.

Calibri

Regular (main font)

The quick brown fox jumps over the lazy dog 1234567890

Bold (emphasis)

The quick brown fox jumps over the lazy dog 1234567890

Secondary Typeface

Helvetica in bold should be used for headings whenever possible. **This modern, heavier typeface provides a nice contrast with Calibri, a warmer, softer typeface.**

The regular, bold, or condensed bold fonts can also be used as the main font for specific uses, such as:

• Pieces with very limited copy and/or space, i.e. billboards
• Website copy, as Calibri is not available as a web font

Helvetica

Regular

The quick brown fox jumps over the lazy dog 1234567890

Bold

The quick brown fox jumps over the lazy dog 1234567890

Condensed Bold

The quick brown fox jumps over the lazy dog 1234567890

Alternative Typeface

Only when Calibri is not available, this typeface may be substituted.

Primary Alternative

Myriad Pro

Regular (main font)

The quick brown fox jumps over the lazy dog 1234567890

Bold (emphasis)

The quick brown fox jumps over the lazy dog 1234567890

Secondary Alternative

Arial

Bold

The quick brown fox jumps over the lazy dog 1234567890

Narrow Bold (emphasis)

The quick brown fox jumps over the lazy dog 1234567890

nsla
national summer
learning association

Summer Learning Day

Brand Components: Logo

Primary Logo

Our logo is the most visible element of our brand identity.

What?

This logo is comprised of two parts: wordmark and icon. These two elements should always stay in this arrangement. Examples of do's and don'ts for the logo are described on page 15.

When?

This is the default logo for Summer Learning Day. Alternative options are described on page 14.

Font

This logo uses Cabin.

Minimum space: Leave space on all sides equal to at least the size of two lowercase "n"s.

Uptur accusamuscid que nectint et eatqui invendit pernatur am, soluptam voluptat expe latem laboria tibusdae nitemodit, sequi dite illuptam ipsaesto mossunt, aut fugitatem dolessitium imincte corro culparum quos apero ipsum, consent. Enit et et ratatemporum ex evellaut repe con es quam voluptat odi optatinto beati dolor rate nist amenes debit ea nullor repuda

Example of spacing around logo with text.

0.625"

Minimum Size

To preserve the legibility of the logo, the width of
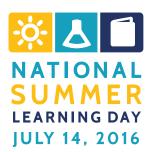
Brand Components: Logo

Logo Variation: With Date

When the date for Summer Learning Day has not been decided, use the standard logo. When the date is concrete, this version should always be used. Never attach the date to the standard logo. The date should always remain at the bottom of the logo.

Do not attach the date to the standard logo. Always use the provided date logo.

The date should always remain at the bottom of the logo.

Brand Components: Logo

Alternative Logos

Grayscale / Black

When color production is not an option, the grayscale or black versions can be used.

1 Color

1 color versions should be used only when printing in 1-2 spot colors. They should always be used on a white background.

Navy   Bright Blue

Yellow

Reversed

While the logo should appear on a white background whenever possible, it may be reversed as shown.

The white variation should be used on a high contrast background. The 2 color reversed variation should be used only on dark backgrounds that approximate 90% black, and complement the colors of the logo.

White reversed logo

2 color reversed logo on 100% black

2 color reversed logo on 90% black - minimum lightness

Good choice: dark color approximates at least 90% black, complements logo colors

Background is too bright, and clashes with colors of logo

Background does not complement the colors of the logo.

Brand Components: Do and Don't

Do

Keep elements together.

Scale proportionally.

Keep horizontal.

Use solid colors without effects.

Don't

Rearrange or change colors; Rearrange elements

Stretch anything unevenly.

Rotate.   Place on an Image.

Use gradients, drop shadows, opacities, or outline.

Brand Components: Colors

Primary

Must be used whenever the Summer Learning Day brand is featured in color.

PMS 654 C	PMS 638 C	PMS 7406 C
C100 M71 Y10 K47	C86 M0 Y9 K0	C0 M20 Y100 K0
R0 G58 B112	R0 G175 B215	R241 G196 B0
#003a70	#00afd7	#f1c400

Secondary

Use these colors to enhance creative elements, such as illustrations, infographics, and to highlight elements within layouts.

PMS 7462 C	PMS 130 C
C100 M48 Y6 K30	C0 M32 Y100 K0
R0 G85 B140	R242 G169 B0
#00558c	#f2a900

Supporting Shades

Specific shades of gray to be used within elements as needed. These are also the shades of gray used in the grayscale version of the logo.

C0 M0 Y0 K85	C0 M0 Y0 K70	C0 M0 Y0 K35
R77 G77 B79	R109 G110 B113	R177 G179 B182
#4c4c4e	#6d6e70	#b1b3b5

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Bold (emphasis)

The quick brown fox jumps over the lazy dog
1234567890

Secondary Alternative

Arial

Bold

The quick brown fox jumps over the lazy dog
1234567890

Narrow Bold (emphasis)

The quick brown fox jumps over the lazy dog
1234567890

Additional Information

Using Logos Together

Placement

Use the combined minimum clear spaces of the logos for both stacked and side-by-side placements.

Stacked Placement

The NSLA logo must always be at the top.
Logos should be vertically centered.

Side-by-Side Placement

The NSLA logo must always be to the left.
Logos should be aligned at the bottom.

Side-by-side placement showing alignment of bottom of logos.

Stacked placement showing combined minimum clear spaces of logos and centered alignment.

Colors

If one logo is in full color, the other must also be in full color. This also applies to grayscale, black, and reversed logos.

Reversed Logo Versions

If reversed versions of both logos are needed, the white reversed version must be used for both.

One Color Logos

One color logos should not be used together, except for cases where both logos will be printed in 1-2 spot colors.

- 1 color printing: Use bright blue versions for each logo if possible. Otherwise, use black.
- 2 color printing: Use the bright blue NSLA logo; use the navy Summer Learning Day logo.

Using Logos Together CONTINUED

Using Only the Summer Learning Day Logo

If only using the Summer Learning Day logo, the full name "National Summer Learning Association" should be included within the design, printed or digital.

NSLA Logo Version

The standard NSLA logo should be used whenever possible.

File Types and Color Spaces

Logo File Types:
JPG, PNG, EPS, PDF

Knowing when to use each file type will prevent logos from looking pixelated or fuzzy.

JPG

JPG file types can be used on printed collateral where the logo will appear at normal size. You can also use JPGs for PowerPoint presentations and Word documents. Do not scale up JPG logos for larger-scale printed pieces — they will look pixelated.

PNG

PNG files are strictly for on-screen uses of the reversed logo versions. Please refer to page 5 for usage guidelines on reversed logos.

EPS and PDF

These file types are best for logos that need to appear high resolution at any size. They can be used on any printed collateral, and are ideal for larger scale items such as billboards, posters and vehicle wraps.

Color Spaces:
CMYK, RGB, PMS

How you are using the logo will dictate what color space you should use. For example, using a logo on a PowerPoint presentation requires a different color space than the logo you would use on professionally printed business cards.

CMYK

Use for printed collateral. If the piece will also be seen on-screen, but it's primary purpose is to be viewed on paper, the CMYK version should still be used.

RGB

Use for collateral or presentations that will primarily be viewed on screen.

PMS

Use when you are professionally printing with spot colors.