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Introduction

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

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

Example of spacing around logo with text.

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

Example of spacing around logo with text.

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

Example of spacing around logo with text.

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

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.

Minimum Sizes
Mark Only width: 0.375”
Tagline width: 1.25”
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.
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.

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.
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
  - C52 M0 Y82 K0
  - R142 G221 B101
  - #8edd65

- PMS 1375 C
  - C0 M45 Y94 K0
  - R255 G158 B27
  - #ff9e1b

- PMS 638 C
  - C86 M0 Y9 K0
  - R0 G175 B215
  - #00afd7

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

- PMS 143 C
  - C0 M32 Y87 K0
  - R241 G180 B52
  - #f1b434

- PMS 1665 C
  - C0 M73 Y98 K0
  - R252 G76 B2
  - #fc4c02

- PMS 485 C
  - C0 M95 Y100 K0
  - R218 G41 B26
  - #da291c

- PMS 3005 C
  - C100 M31 Y0 K0
  - R0 G119 B200
  - #0077c8

- PMS 361 C
  - C77 M0 Y100 K0
  - R67 G176 B42
  - #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
  - R77 G77 B79
  - #4c4c4e

- C0 M0 Y0 K55
  - R138 G140 B142
  - #898b8e

- C0 M0 Y0 K35
  - R177 G179 B182
  - #b1b3b6
Branding 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
BRAND STANDARDS

Summer Learning Day

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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 Size
To preserve the legibility of the logo, the width of

Example of spacing around logo with text.

0.625"
**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.

**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.

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.

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

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.
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
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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.

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.
**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.