

NAIGC LOGO AND USAGE STYLE GUIDE

NAIGC.ORG



ABOUT THE LOGO

These guidelines describe the visual and verbal elements that represent NAIGC's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our organization.

These guidelines reflect NAIGC's commitment to quality, consistency and style. The NAIGC brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the NAIGC name and marks.

PRIMARY COLORS



PMS 295
HEX 002954

C100 + M71 + Y13 + K57
R0 + G41 + B84

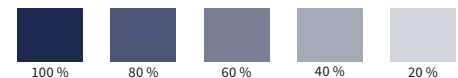
SECONDARY COLORS



HEX #eb5d2a

C3 + M74 + Y87 + K0
R235 + G93 + B42

COLOR TONES



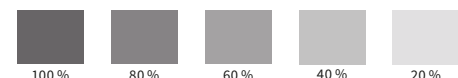
100 % 80 % 60 % 40 % 20 %



HEX 626366

C62 + M53 + Y50 + K 21
R98 + G99 + B102

COLOR TONES



100 % 80 % 60 % 40 % 20 %



NAIGC
NATIONAL ASSOCIATION OF INTERCOLLEGIATE GYMNASTICS CLUBS

FORMATS

The logo is available in these formats:

- JPEG (.jpg): for use on the Web or in Print
- EPS (.eps): for use in Print
- PDF (.pdf): for use in Print
- PNG (.png): for use on the Web or in Print

FONT

The main font family in the logo is **Times New Roman**, with **Helvetica LT STD Condensed** as secondary fonts. We encourage these fonts to be used in any marketing material where the logo is used. Other sans serif fonts may be substituted on promotional materials.



A SHORT SUMMARY



CO-BRANDED CLUB LOGO



A SHORT SUMMARY

NAIGC needs to think of a brand as someone's name. When you say, think or hear someone's name, you remember that person and you recall an image. The same is true with a brand, when you hear a organization's name, view a logo, analyze collateral material or see a organization's name in lights, you should recall what that organization is, what it does and what it stands for.

It is frustrating when someone sees one visual brand and hears or experiences a completely different message. Branding should express a clear image of your organization and it should define/describe it. It is neglectful when a organization's logo is distorted, pixilated or not used in harmony with the elements that surround it. Each time the organization's branding logo is used it must be a concise and distinctive representative of NAIGC.