
NAIGC

DESIGN AND BRAND GUIDELINES



NAIGC
NATIONAL ASSOCIATION OF INTERCOLLEGIATE GYMNASTICS CLUBS

FOR THE LOVE OF THE SPORT



CONTACT

For further information please contact:

Cris Dorman
NAIGC Design Director

P: 317.440.1898

E: cris.dorman@naigc.org



NAIGC INTRODUCTION

NAIGC GUIDELINES

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.

NAIGC

TABLE OF CONTENTS

SECTION 1		THE CORPORATE LOGO SIGNAGE
SECTION 2		THE ORGANIZATION TYPOGRAPHY
SECTION 3		TYPOGRAPHY AND TEXT HIERARCHY
SECTION 4		ORGANIZATION COLOR SYSTEM
SECTION 5		ORGANIZATION STATIONERY
SECTION 6		BRANDING EXAMPLES
SECTION 7		SUMMARY AND CONTACT

01 THE CORPORATE LOGO SIGNAGE

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the

symbol itself and our organization – they have a fixed relationship that should never be changed in any way.

The Logo Introduction
The Logo Application
The Logo Elements
Clearspace and computation
Incorrect Logo Applications
Co-Branded Club Logo

THE CORPORATE FONTS AND TYPOGRAPHY

THE FULL LOGOTYPE

The NAIGC organization logo comprised of two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the NAIGC name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Times New Roman and has also been chosen to compliment and balance perfectly with the logo symbol.

The organization logo is presented through the use of color as well as shape and form. The two organization colors are Navy and Gray. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.

The colors have been selected according to international standards as shown below and are easily implemented.



The general Logo

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

LOGO LIGHT VERSION



LOGO DARK VERSION



1) The Logo Symbol

Consists of a powerful element evoking the culture of design services and a grey square background.

2) The Logo Title

Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray tone of the chosen organization color. The font that is used here is Times New Roman.

3) The Logo Light Version

will be used when the background color is dark colored.

4) The Logo Dark Version

will be used when the background color is light colored.

Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with the NAIGC Trademark Licensing if you have any questions or need further help.

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep the organization marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the organization mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and our organization name – they have a fixed relationship that should never be changed in any way.



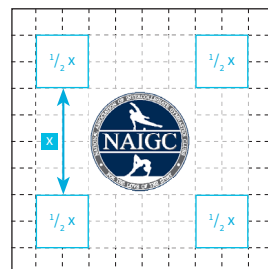
CLEARSPACE

DEFINITION

COMPUTATION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



APPLICATION ON A BACKGROUND



MINIMUM LOGO SIZES

Full Logo

Minimum Size: .75 inches x 2.5 inches



Logo Symbol

Minimum Size: 0.5 inches



INCORRECT LOGO APPLICATIONS

It is important for brand success that the logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The

examples on this page illustrates unacceptable displays.



1. Do not distort any portion of the brand.
2. Do not crop any portion of the brand.
3. Do not tilt the brand.
4. Do not rotate the brand. (An obvious exception to this guideline would be a vertical street pole banner or pull up banner with the logo appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the brand.
6. Do not alter the alignment of any component of the brand.
7. Do not alter the relative size of the logotype and the unit brand.
8. Do not alter the typeface of the brand..
9. Do not alter the type style (e.g., from all caps to cap/lowercase) of the brand.
11. Do not add a drop shadow to any part of the brand.
12. Do not alter the relative size of the brand.

PERSONALIZED CO-BRANDED CLUB LOGO

It is important to streamline the visual brand of NAIGC. A standardized co-branded club team logo has been developed allowing NAIGC to maintain recognizable consistent identity.

Clubs will be provided a vector PDF, PNG and JPG of the co-branded NAIGC logo.



02 THE ORGANIZATION TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for NAIGC layouts.

The Corporate Fonts
Primary Font
Secondary Font
Font Hierachy

LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

THE FONT

Times New Roman is a serif typeface for Adobe Systems.

TIMES NEW ROMAN

PRIMARY FONT
TIMES NEW ROMAN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0 Figures

TYPE EXAMPLES
TIMES NEW ROMAN

! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] | { } ≠ ÿ ‘ Special Characters
« ∑ € ® † Ω ¨ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Helvetica LT Std is a sans serif typeface for Adobe Systems.

HELVETICA LT STD BOLD CONDENSED

Helvetica LT Std

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES MONTSERRAT

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; : ¡ “ ¶ ¢ [] | { } ≠ ¿ ‘
« Σ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

03 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for NAIGC layouts.

Font Hierachy

**CONTEXT TEXT
AND INNER HEADLINES**

Caption Text Times New Roman
-
Times New Roman
6 pt Type / 9 pt Leading

Copy Text Helvetica LT Std Condensed
-
Source Sans Pro Regular
8 pt Type / 11 pt Leading

Headlines Copytext Times New Roman
-
Times New Roman
10pt Type / 10pt Leading

**HEADLINES AND
TYPOBREAKS**

Sublines Sections **TIMES NEW ROMAN BOLD**
-
TIMES NEW ROMAN BOLD - Capital Letters
16pt Type / 16pt Leading

Big Headlines and Title **TIMES NEW ROMAN BOLD**
-
TIMES NEW ROMAN BOLD - Capital Letters
34pt Type / 30pt Leading

Sequencer and Title for Marketing **THE HEADER**
-
TIMES NEW ROMAN BOLD - Capital Letters
48pt Type / 48pt Leading

04 ORGANIZATION COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the Design.Inc corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will

contribute to the cohesive and harmonious look of the NAIGC brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System

PRIMARY COLOR SYSTEM

Explanation:

The NAIGC has two official colors: Navy and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR NAVY BLUE

-

COLOR CODES

CMYK C100 + M71 + Y13 + K57

Pantone 295

RGB R0 + G41 + B84

HEX # 002954



PRIMARY COLOR DARK GRAY

-

COLOR CODES

CMYK C62 + M53 + Y50 + K 21

Pantone R98 + G99 + B102

HEX # 626366



100 % 80 % 60 % 40 % 20 %

COLOR TONES



100 % 80 % 60 % 40 % 20 %

COLOR TONES

SECONDARY COLOR SYSTEM

Explanation:

The secondary colors are complementary to our official colors, but are not recognizable identifiers for the organization. Secondary colors should be used sparingly less than 10% of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

**COLOR CODES**

CMYK	C003	M074	Y087	K000	RGB	R235	G093	B042
					Web	#eb5d2a		

**COLOR CODES**

CMYK	C000	M021	Y093	K080	RGB	R255	G203	B004
					Web	#ffcb04		

05 ORGANIZATION STATIONERY

PAPER STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our organization identity. There is only one approved design format for all organization and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery. It

includes specifications for typography, color, printing method, paper stock and word processing Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes

The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement

THE COMPANY LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the NAIGC stationery system for the front- and backside of the letterheads.

Usage:

The letterhead will be used for all official communication that is going out for NAIGC.

PARAMETER

Dimensions

8.5x11

Weight

80 pound Uncoated
white

Print

Offset
CMYK



ORGANIZATION ENVELOPE

Explanation:

This shows the approved layout with the primary elements of the NAIGC stationery system for envelopes.

Dimensions

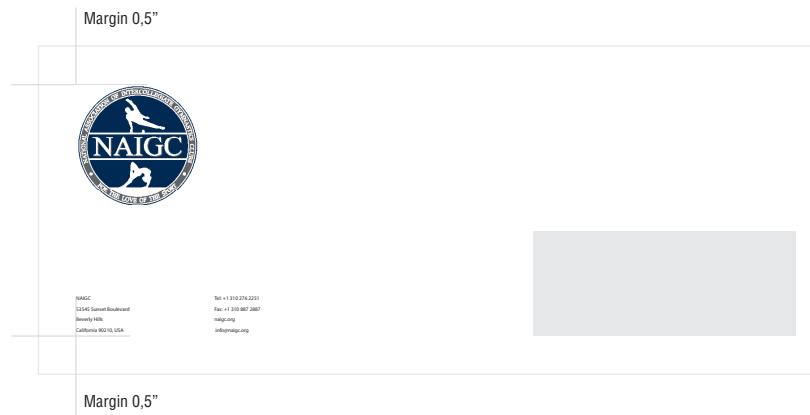
Number 10
4.1.25 x 9.5

Weight

80 pound
uncoated white

Print

Offset
CMYK



ORGANIZATION BUSINESS CARDS

PARAMETER

Dimensions

3.5 x 2 inches

Weight

16 point Gloss

Print

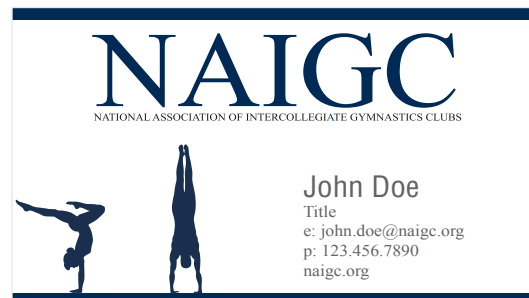
CMYK

Explanation:

This shows the approved layouts with the primary elements of NAIGC stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication for NAIGC. Insert the NAIGC letterhead and send your documents throughout the world.



Center Alignment

06 BRANDING EXAMPLES

Corporate Image

Corporate Image Color

Corporate Image Black and White

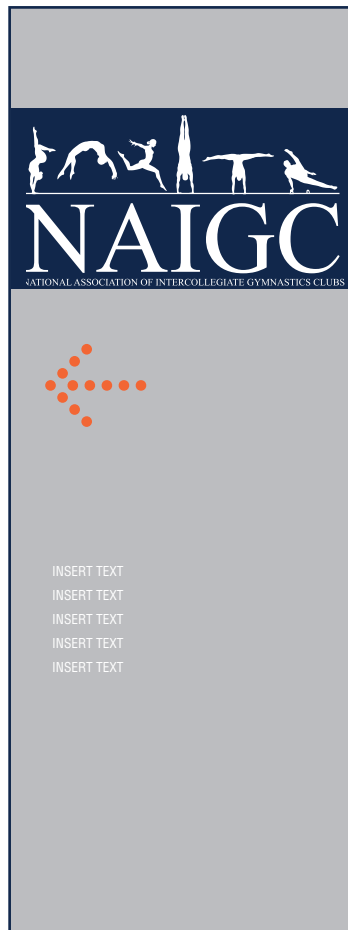
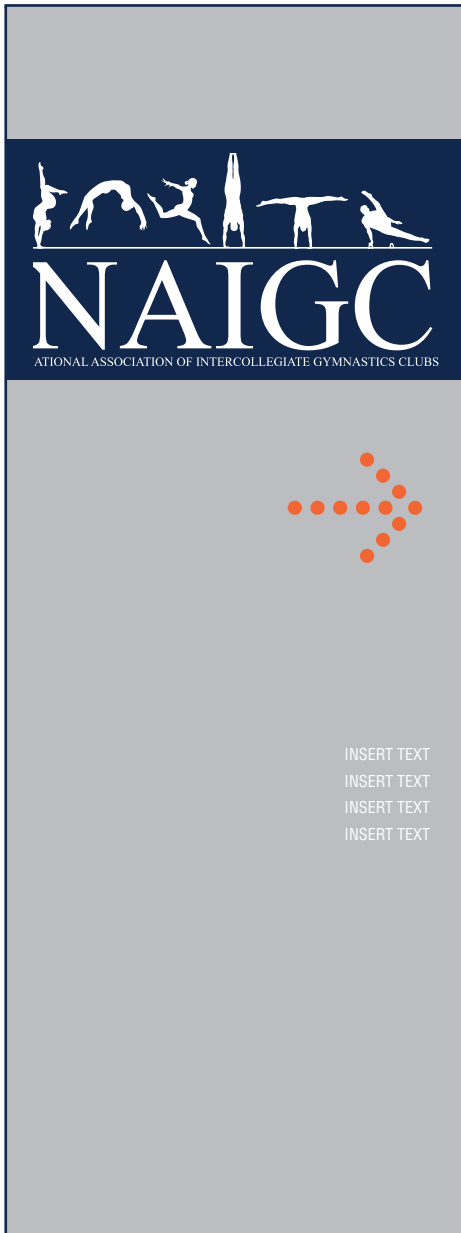
Blending Modes and Options

NAIGC BANNERS

EXAMPLES FOR NAIGC CORPORATE IMAGE SYSTEM

-
- Signage

Corporate Images are responsible to transfer the values of NAIGC to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. NAIGC use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

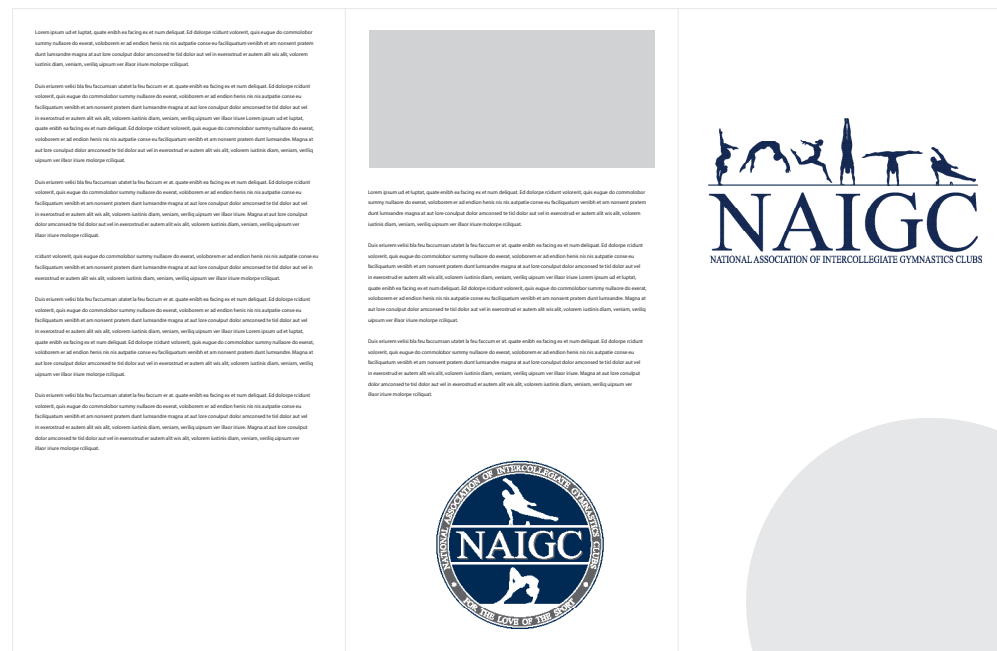


NAIGC PRINTED COLLATERAL

EXAMPLES FOR NAIGC TRIFOLD BROCHURE-

Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

This is an example of the logotype applied to the cover of a brochure promoting the organization. The logotype with the informal seal appears on the rear address panel of the publication.



NAIGC CORPORATE IMAGE: MERCHANDISE

EXAMPLES FOR NAIGC TSHIRT, BASEBALL CAPS, MUG, SHOPPING BAG

This show examples of acceptable uses of the visual identity system on merchandise.



07 SUMMARY AND CONTACT

Summary
Contact



NAIGC
Brand Collection

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.

QUESTIONS

For further information please contact:

Cris Dorman
NAIGC Design Director

E: cris.dorman@naigc.org
P: 317.440.1898

COMPLETE MANUAL DOWNLOAD LINK



Direct Link : [NAIGC.org/_____](https://naigc.org/)



FOR THE LOVE OF THE SPORT

FOR THE LOVE OF THE SPORT



QUESTIONS

For further information please contact:

Cris Dorman
NAIGC Design Director

E: cris.dorman@naigc.org
P: 317.440.1898



DOWNLOAD

Direct Link : [INSERT DIRECT URL](#)

Scan for download