

NAPSA

BRANDING GUIDELINES

Logo Specifications

For brand consistency, the NAPSA logo should always be displayed as it is shown, and never altered in any way.



The Parts of the Logo

- The logomark (abstract sweeper brush icon)
- The wordmark (NAPSA North American Power Sweeping Association)

Logo Usage and Size

The logo should never be altered in any way and should always be scaled proportionally. In rare cases, when presented on darker backgrounds, the logo may be displayed in an alternate white version.



The clear space around the logo should allow, at minimum the width of the “N” in NAPSA, around all sides of the logo, as shown below.





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Color Specifications

Primary Colors (for both print and digital use)



NAPSA Green
RGB: 98 148 63
CMYK: 67% 23% 100% 6%
Hex: #62943f



NAPSA Blue
RGB: 19 54 89
CMYK: 99% 81% 39% 31%
Hex: #133659



NAPSA Gray
RGB: 115 113 112
CMYK: 55% 48% 48% 15%
Hex: #737170

Secondary Colors (for both print and digital use)



Light Grey
RGB: 244 244 244
CMYK: 3% 2% 2% 0%
Hex: #f4f4f4



Orange
RGB: 255 118 0
CMYK: 0% 67% 100% 0%
Hex: #ff7600



Blue
RGB: 39 79 134
CMYK: 94% 75% 21% 6%
Hex: #274f86



Light Green
RGB: 119 161 55
CMYK: 59% 18% 100% 2%
Hex: #77a137

Typography Specifications

The NAPSA logo uses Vipnagorgialla. No other typefaces should ever be substituted for use in the logo.

For web and print collateral, Vipnagorgialla, Montserrat, and Proxima Nova fonts are used.

Montserrat can be used for “headings” and Proxima Nova is used for long bodies of text.