NET IMPACT

Visual Brand Guidelines | March 2014

The Net Impact Brandmark

The Net Impact brandmark embodies a global movement of leaders using their careers to change the world.

The circular mark builds off our brand heritage of using the ripple to symbolize both individual impact and an expanding movement. The ripples' intersecting lines are central to the mark, depicting where our skills and ideas come together in pursuit of a more sustainable world. Surrounded by a bold circle that evokes the globe, the mark is both powerful and welcoming.

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NET IMPACT

The Net Impact Logo

The logo and supporting elements are the building blocks of the Net Impact brand. Using them consistently according to the guidelines on these pages helps strengthen our global network and makes it easier for chapters and members to feel connected.

General Guidelines:

The logo should always be used as it appears here (a few exceptions are shown on the following pages).

- *Please do not alter the logo in any way.* The logo must remain recognizable to serve its role as a powerful visual embodiment of our network.
- Don't separate the text from the circular mark.
- Don't change the text, font, colors, or shape of the logo.
- Don't reduce the logo to less than 2 inches wide and/or .5 inches high. Doing so makes it hard to read, and diminishes the Net Impact brand.

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Chapter Logos

Chapters are provided their own customized Net Impact logo to be used in chapter-related promotional material and communications. **Chapters are required to use their approved Net Impact logo and may not alter it in any way.**

- The chapter name is to be set accordingly:

  Font: Gotham Medium
  Type Size: 22 points
  Line height (leading): 24 points

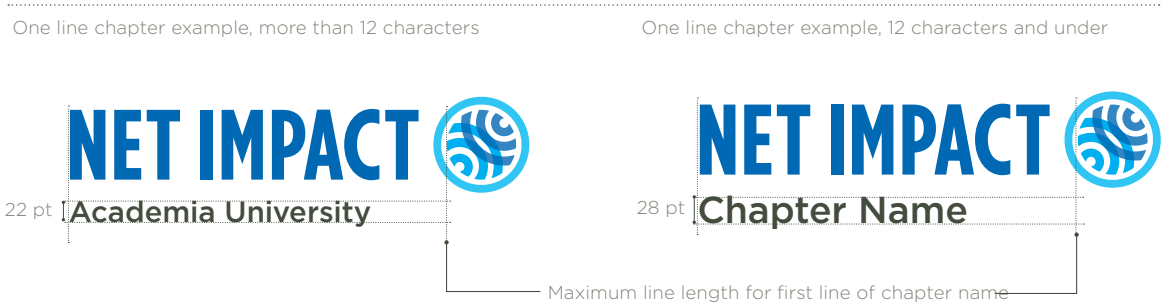
  The sole exception is for chapter names of 12 characters or less (including spaces), which are to be set at 28 points.

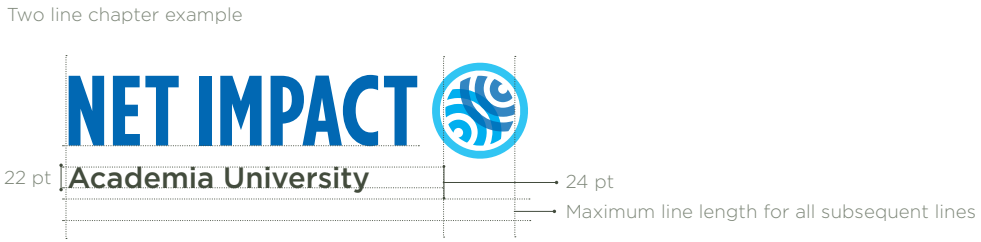
- Chapter name should be left-aligned with the NET IMPACT text.

- Chapter names should not extend beyond the left edge of the ripples within the circle.

- When more than one line is required, the first line should not extend beyond the left edge of the ripples within the circle. Subsequent lines should not extend beyond the far right edge of the ripples in the circular mark (see example).

  In rare cases, Net Impact Central may create logos with exceptions to these rules to accommodate formatting considerations.





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Chapter Logos (continued)

Capitalization | Capitalize only the first letter of each word (acronyms may appear in all caps).

Undergraduate Designation | Undergad chapters should be designated by adding the word "Undergrad" after the school name.

Punctuation | Avoid punctuation in acronyms (e.g. use "UCLA" not "U.C.L.A.").

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Chapter Logos: Beware of Frankenstein

Beware the trap of logo "Frankensteining," where elements are swapped out or pasted together to create an un-branded, unrecognizable logo.

The strength of an organization's visual brand lies in the consistent use of each element. Maintaining the logo as originally designed increases recognition of the Net Impact brand, and benefits both local chapters and the central organization in many ways (for example, visual consistency strengthens fundraising and membership growth efforts).

Fonts | The typefaces in our logo have been customized for Net Impact; do not change the font of either "NET IMPACT" or the chapter name.

Graphics | Do not alter or add graphics to the logo. Student chapters may include a school logo elsewhere in a layout, but not within the logo itself.

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Chapter Logos: Beware of Frankenstein (continued)

As noted in the Annual Chapter Agreement, the logo provided to chapters should not be altered in any way, so as not to create confusion among members and the general public.

If a chapter feels the chapter name in the logo provided to them is inaccurate, contact Net Impact Central for corrected files.

Don't **add additional text** to the logo.

Don't **alter or replace text** in the logo.

Don't **reposition** the chapter name.

Don't **reduce the size** of the logo to less than 2 inches wide, or .5 inches tall. People need to be able to read it!

Don't **change or add colors** to the logo. Student chapters that want to use school colors may do so using the guidelines on the following pages.

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Alternative Logo Colors

In most circumstances, the standard full-color Net Impact logo should be used. Please note the following exceptions.

Grayscale

- When printing in black and white, use the grayscale version of the logo.

100% Black

- When grayscale printing is not available, use the 100% black version.

Knocked Out

- The Net Impact logo looks best on white or light backgrounds. If you need to place the logo on a dark background (for example, if your website uses your school colors), use the white or "knocked out" version of the logo.

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The “clear space” is equal to 50% of the height of the N

NET IMPACT
Chapter Name

Don’t Crowd the Logo

Designers love white space. Giving your logo room to breathe helps it stand out on the page (or screen).

- Objects or additional typography should not encroach on the invisible “clear space” that surrounds the logo.

NET IMPACT
Chapter Name

Adipiscing elit nulla vel mi tellus, a elementum velit. Integer mi orci, placerat at varius at, rhoncus nec dui. Suspendisse eros velit, tempor vitae ultrices id, venenatis non tortor. Nam nec ipsum elit. Praesent et enim mi. Vestibulum eget enim orc

NET IMPACT
Chapter Name

Adipiscing elit nulla vel mi tellus, a elementum velit. Integer mi orci, placerat at varius at, rhoncus nec dui. Suspendisse eros velit, tempor vitae ultrices id, venenatis non tortor. Nam nec ipsum elit. Praesent et enim mi. Vestibulum eget enim orc

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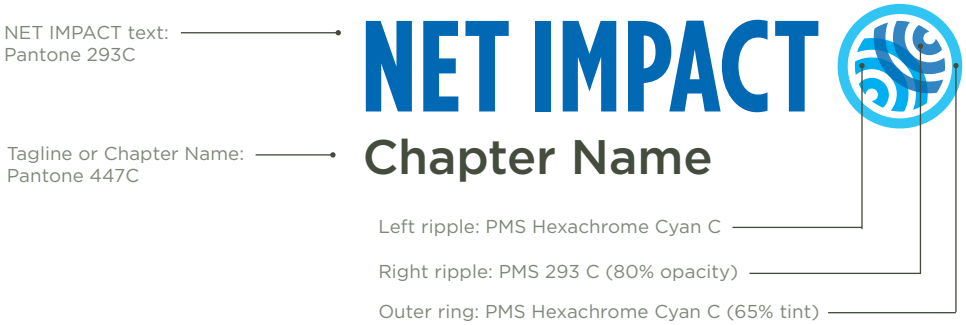

The Net Impact Color Palette

Net Impact's color palette includes a selection of vibrant blues and rich grays.

Primary Color Palette
Used for logo and most material.

Secondary Color Palette
For added flexibility.

Accent Colors
For more energy.

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Using the Color Palette

Pantone 293C
CMYK 100. 57. 0. 2
RGB 0. 103. 177
HEX #0067B1

Pantone Hexachrome Cyan C
CMYK 98. 0. 0. 0
RGB 28. 174. 235
HEX #29ABE2

Pantone 447C
CMYK 16. 0. 31. 82
RGB 68. 77. 62
HEX #444D3E

Primary Palette

- Use the blues in the Primary Palette for **headlines and larger text.**
- Use the dark gray for **smaller body copy.**

Pantone 5463C
CMYK 96.66.53.47
RGB 0. 56. 70
HEX #003846

Pantone 5513C
CMYK 18. 0. 7. 5
RGB 196. 223. 224
HEX #C4DFE0

Pantone 403C
CMYK 0. 7. 17. 43
RGB 162. 153. 138
HEX #A2998A

Secondary Palette

- Use the lighter colors in the Secondary Palette for **backgrounds and accents**.
- You can also use the lighter colors **against dark backgrounds**.

Pantone: Orange 021C | **CMYK:** 0. 53. 100.0 | **RGB:** 247. 142. 30 | **HEX:** #F78E1E

Pantone: Rubine Red C | **CMYK:** 0. 100. 15. 4 | **RGB:** 226. 1. 119 | **HEX:** #E20177

Pantone: 368C | **CMYK**: 57. 0. 100. 0 | **RGB:** 122. 193. 67 | **HEX**: #7AC143

Accent Colors

- **Only 1 or 2 accent colors** should appear in any given design.
- **Use sparingly;** they should never exceed the core colors, or be used for backgrounds or large swaths of color.
- Accent colors are great for **sub-heads, web links, and minor elements.**

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Fonts and Typography

The look and feel of Net Impact's typography contributes greatly to our organization's voice. Fonts, and the way they are displayed, should be treated thoughtfully to keep your message clear.

Gotham

Light
The quick brown fox jumps over a lazy dog. | 0123456789

Book
The quick brown fox jumps over a lazy dog. | 0123456789

Book Italic
The quick brown fox jumps over a lazy dog. | 0123456789

Bold
The quick brown fox jumps over a lazy dog. | 0123456789

Net Impact's primary font is **Gotham,** a confident but timeless san serif font.

- The Gotham 1 font bundle is available for purchase from Hoefler & Frere-Jones (www.typography.com), and includes eight font weights, including italics and boldface.
- When Gotham is not available, please use Verdana instead.
- Gotham should be used for most body text, including brochures, flyers, and other materials.

Rockwell

Light
The quick brown fox jumps over a lazy dog. | 0123456789

Regular
The quick brown fox jumps over a lazy dog. | 0123456789

Regular Italic
The quick brown fox jumps over a lazy dog. | 0123456789

Bold
The quick brown fox jumps over a lazy dog. | 0123456789

Net Impact's headline font is **Rockwell,** a high-impact slab serif font.

- The Rockwell font family is available for purchase from Adobe (www.adobe.com).
- When Rockwell is not available, you may use Gotham or Verdana instead. Because it looks good at large sizes, Rockwell should be used for headlines, display type in flyers and posters, and accent text (e.g. pull-quotes in publications).

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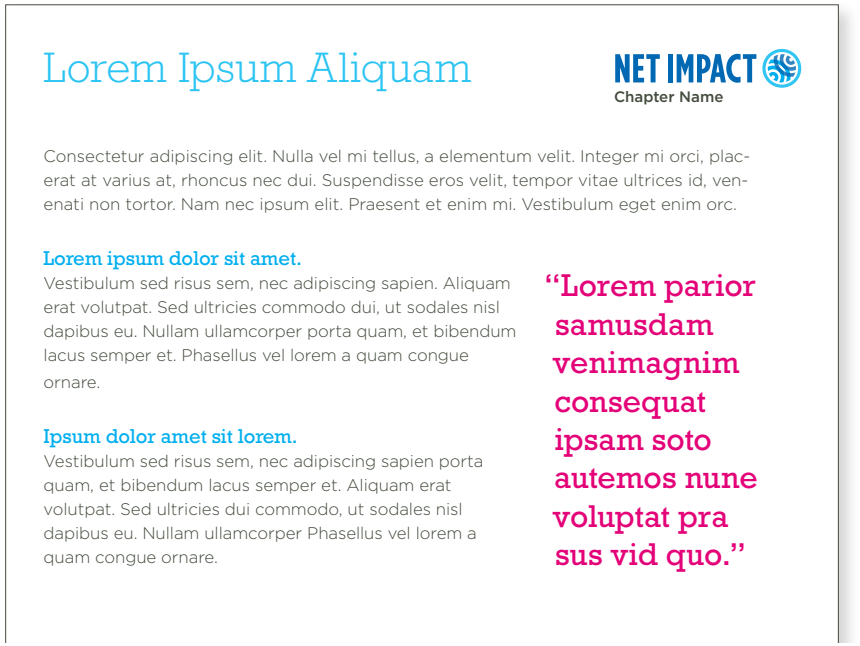
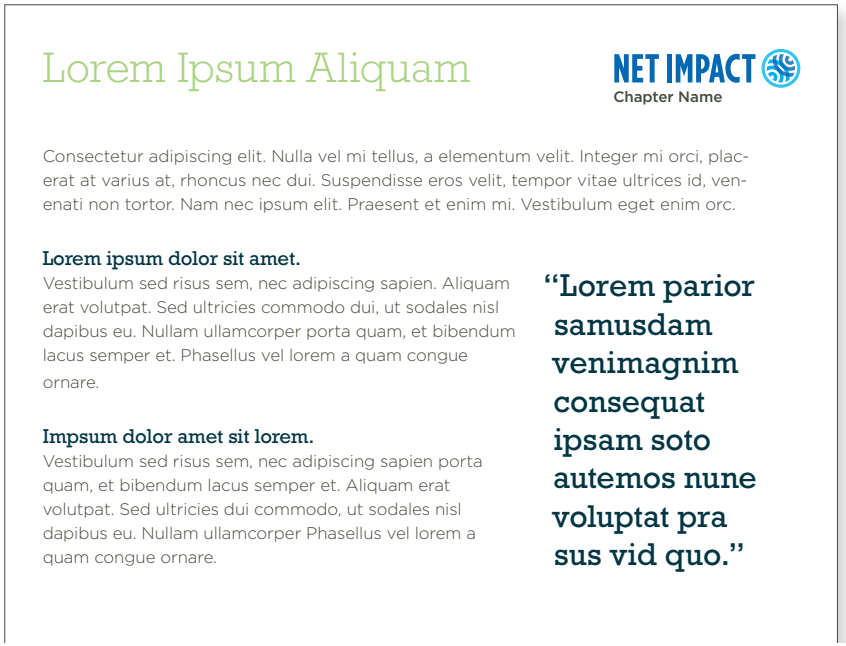
Using Fonts and Colors Together

The Net Impact font and color palettes give you lots of flexibility when designing materials. The following layouts are just two examples of how careful use of limited colors can result in very different looks to reflect your chapter's personality, whatever it may be.



Fun, light-hearted layout using a brighter color palette.



Professional, sleek layout using a darker color palette.

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Questions? Contact Us!

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