

## CONTACT US

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# NOYS BRAND GUIDELINES

**PREPARED FOR:**

NOYS

**CREATED**

04.12.15

**STATUS**

FINAL


## Mission

The National Organizations for Youth Safety builds partnerships that save lives, prevent injuries, and promote safe and healthy lifestyles among all youth and encouragement youth empowerment and leadership.

## Logo Usage




1. The NOYS logo should be used on all external-facing documents produced under the national NOYS brand, including presentations, proposals, memos, handouts, and surveys.
2. Only with the approval of NOYS may the NOYS logo be used in non-NOYS publications or event displays.

## File Format

Logo	Logo for Web Only	Logo for Web + Home Printing	Logo for Professional Printing
	<p><i>File type: .png (transparent)</i></p> <p><i>Color space: RGB</i></p> <p><i>Print resolution: 72 dpi</i></p> <p><i>Use: blogs, wikis, websites</i></p>	<p><i>File type: .png (transparent)</i></p> <p><i>Color space: RGB</i></p> <p><i>Print resolution: 300 dpi</i></p> <p><i>Use: PPTs, Word, Web ads</i></p>	<p><i>File type: .ai, .eps (Illustrator)</i></p> <p><i>Color space: PMS</i></p> <p><i>Print resolution: vector</i></p> <p><i>Use: Banners, flyers</i></p>
<b>Full color logo</b>	<b>link</b>	<b>link</b>	<b>link</b>
<b>B&amp;W logo</b>	<b>link</b>	<b>link</b>	<b>link</b>
<b>White logo w/ color bg</b>	<b>link</b>	<b>link</b>	<b>link</b>

## Resizing

When re-sizing the logo in documents, hold the "Shift" key while dragging, to maintain the aspect ratio. Err on the side of using larger images and scaling them down, to preserve image clarity.

Avoid Horizontal Stretch	Avoid Vertical Stretch	Avoid Making Small File Large
		

## Overlay

Maintain contrast between the background and the logo to ensure legibility. The logo may be printed against or dropped out of a photographic image only if it remains highly visible and legible; avoid “busy” backgrounds.



## Typeface

**Headings:** Archivo Narrow, 16-18 pt, Blue

**Subheadings:** Archivo Narrow, Bold, 12-14 pt, Dark Gray

**Body Text:** Arimo, 11 pt, Black


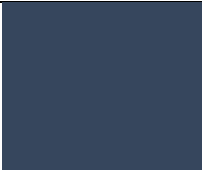


**Archivo Narrow** can be downloaded [here](#)

**Arimo** can be downloaded [here](#)

## Colors

NOYS uses a common palette throughout its communications, with the logo blue as the primary color. Please use the colors below when possible, or their nearest equivalents.

CMYK colors have been updated 1.29.2015 to ensure more consistent printing on standard printers.

				
Colors	Blue	Dark Gray	Orange	Green
CMYK	78, 56, 0, 0	83, 69, 43, 30	3, 53, 100, 0	66, 0, 62, 0
RGB	57, 113, 206	54, 70, 93	241, 141, 6	81, 189, 137
Hex	#3971ce	#36465d	#f18d06	#51bd89
Pantone	660	7546	1505	346

