

NACA[®]

NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

BRAND + STYLE GUIDE 2020



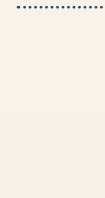
THE NACA LOGO: COLORS

The NACA logo is designed for flexibility. It is composed of simple, clean type that can accommodate any number of additions or variations such as regional names and programs.

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COLOR: This will be the logo for most uses. If the logo is being placed over a busy background, the BLACK or WHITE versions may be used instead. Use common sense and choose the version based on what provides visual clarity.



LOGO USAGE EXAMPLES

Here are some examples of how the logo might look in the wild, and how to choose which version to use.

GOOD: Black is the best choice here, as the light blue text might not be legible on this light blue background

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NOT GOOD: The light blue text is illegible

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GOOD: The entire logo is clear

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GOOD: The entire logo is clear, even over a full color image

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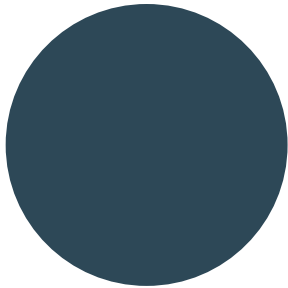
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THE NACA COLOR PALETTE

The logo colors are dark and light blue. Secondary colors are olive green, in a nod to the original 1960s color scheme, and gold. Accent colors are red and lavender, and for complimentary backgrounds, beige and grey.

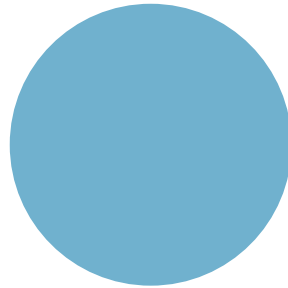
PRIMARY COLORS



DARK BLUE

Web: 304859

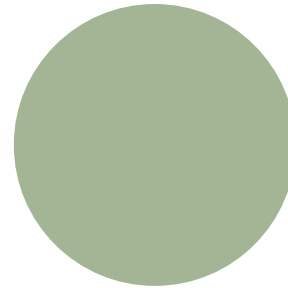
CMYK (Print):
C 84 • M 63
Y 47 • K 33



LIGHT BLUE

Web: 73B2CF

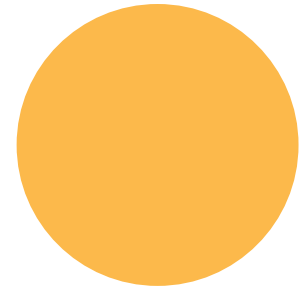
CMYK (Print):
C 54 • M 16
Y 11 • K 0



OLIVE GREEN

Web: A5B595

CMYK (Print):
C 38 • M 19
Y 46 • K 0

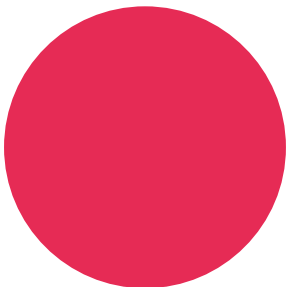


GOLD

Web: FDBA4D

CMYK (Print):
C 0 • M 30
Y 80 • K 0

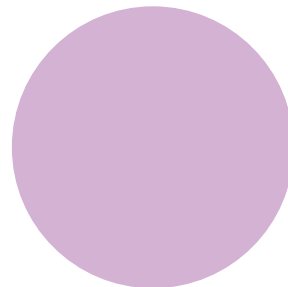
ACCENT COLORS



RED

Web: E53155

CMYK (Print):
C 4 • M 95
Y 59 • K 0



LAVENDER

Web: D4B3D5

CMYK (Print):
C 15 • M 32
Y 0 • K 0

BACKGROUND COLORS



BEIGE

Web: F7F0E7

CMYK (Print):
C 2 • M 4
Y 7 • M 0



GREY (10% black)

Web: E6E7E8


CMYK (Print):
C 0 • M 0
Y 0 • K 10

EXAMPLES OF THE COLOR PALETTE IN USE




OCT. 9-11
OPENING KEYNOTE
Dr. Marc Lamont Hill

Host of HuffPost Live and BET News, VH1 and Former Political Contributor for CNN



Feb. 20-23, 2021
naca.org/nacalive

Submission Deadline
 Sept. 30, 2020



Association Learning Outcomes

NACA professional staff members who participate in NACA's educational offerings will be able to:

- Facilitate the advancement of the campus activities profession;
- Develop and manage all aspects of campus programming;
- Facilitate student and organization development; and
- Develop, implement and maintain programs, policies and procedures that integrate diversity and inclusion.

Students of member institutions who participate in NACA's educational offerings will be able to:

- Demonstrate an understanding of the varied programming
- Demonstrate competence in problem solving and decision making;
- Articulate expertise gained from campus activities
- Integrate prior knowledge and inclusion

Call for Educational Programs

The National Association for Campus Activities invites staff and students from member institutions and our associate members to submit educational program proposals for NACA® Live, the newly reimagined national convention experience. While we welcome sessions for all audience levels, we specifically need those aimed at experienced student leaders and mid-level professionals.

Selection Process

Educational sessions will be reviewed by a selection committee. Everyone who submitted proposals will be notified of the results. If you are a selected presenter, you will be required to sign the **NACA® Education Presenter Contract**, which will be sent to you via email.

Professional Staff, Associate Members & Graduate Students can submit to present:

Extended Learning // 75 mins

A longer, interactive, deeper dive into a topic. Sessions should blend presented information and active learning so participants leave energized and with a deeper understanding of the topic. This means pair and shares will not be considered.

Competency Building // 30-45 mins

These sessions provide learning around one or more competencies listed in **Competencies for Campus Activities Professionals** and/or **Competencies for Diversity & Inclusion** and/or the **Competency Guide for College Student Leaders**.

Panels // 30-45 mins

A panel is a diverse exploration of a particular topic, with insight given from professionals from different member institutions/organizations. Submissions should describe the proposed topic and panel members should represent different institutions and viewpoints and challenge the audience to think broadly about issues and ideas in campus activities. If selected, the coordinating presenter is responsible for arranging the panelists.

Scholar's Corner // 30-45 mins

Scholar's Corner is an opportunity to share and highlight the scholarly pursuits of campus activities professionals, either through the sharing of findings of published work via **The Journal of Campus Activities Practice & Scholarship (JCAPS)**, research and scholarship grant recipients or through successfully defended dissertations. Selected presentations should align with the **NACA Research Agenda**.

Student Career Readiness // 30-45 mins

Workshops allow presenters to share insights that provide skills concerning undergraduate/graduate career readiness. This session should blend presented information and active participation and reflect ideas presented within **NACA® NEXT**.




naca **TEGHAN DEVON**
 VIRTUAL

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THE NACA LOGO: NACA REGIONS

The NACA regional logos follow the same guidelines as the main logo.

NACA[®]
NORTHERN
PLAINS

NACA[®]
NORTHEAST

NACA[®]
WEST

NACA[®]
MID AMERICA

NACA[®]
MID ATLANTIC

NACA[®]
SOUTH

NACA[®]
CENTRAL

THE NACA LOGO: NACA PROGRAMS

The name "NACA" (with the registered mark) is always the focal point. The subheading, in lighter blue, can be a program, event or any other NACA-branded entity. Note that the subheading varies in size but is always smaller than "NACA." The goal is to allow for new programs to be created that still maintain the NACA identity. Capitalization varies but is up to NACA's discretion.

NACA®
institutes

NACA®
webinars

NACA®
NEXT

THE NACA LOGO: FONTS

The typeface used for NACA branding is **Galatea**, available from vendors such as fonthaus.com.

Galatea comes in several weights and has narrow and condensed versions for saving space when needed. A hierarchy of styles can be made all with this single font, just by using different weights and sizes:

Title or Header

Subheader

Body copy can be done in Galatea Regular, an easy-to-read geometric sans serif typeface.

Similar fonts that can be used if Galatea is not available include Futura, Twentieth Century and Anso.



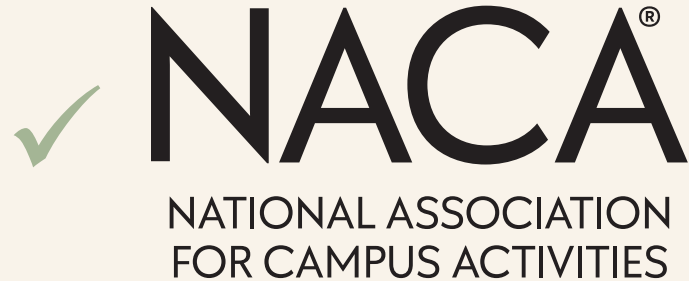
THE NACA LOGO: USAGE GUIDELINES

Do:

Choose an appropriate background color



Use the black or white versions when appropriate



Use high-res files provided by NACA



Contact the NACA Marketing & Communications department if you have questions or need files.

Jameson Root,
Director of Member Development & Marketing
jamesonr@naca.org

Jason Jeffers,
Graphic Designer
jasonj@naca.org

Don't:

Change the color



Distort, squish or stretch



Change the size of any part of the logo



Reduce to an illegible size



Use a different font



Leave off the "registered" symbol



THE NACA LOGO: ALTERNATE VERSION

Occasionally there will be a platform that requires a horizontal layout (i.e. wristbands and website banner ads). In these cases, the alternate logo may be used. Use the same color guidelines as the regular logo.

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THE NACA[®] FOUNDATION LOGO

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FOUNDATION

The NACA[®] Foundation logo deviates slightly from the 1/3 size rule because the Foundation is a separate entity that is used to brand a number of programs such as scholarships and research grants. As for color, it follows the same guidelines as the main logo.

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FOUNDATION

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