

## NAC Logomarks

Always use the approved master art for the NAC logomarks. The logomarks serve as both a corporate and brand identifier, and therefore must be used in strict accordance with these standards.

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### Logomarks



## Black & White Logomarks Selection

In applying the NAC logomarks to a background, the grayscale value of the background must be determined in order to select the black or white use of the logomarks. Backgrounds include printed or applied color and imagery.

The NAC logomarks must always appear in white on backgrounds that fall above

50% on the grayscale, and must always appear in black on backgrounds that fall below 50% on the grayscale.

Compare a background's relative color value to the grayscale chart below when determining black or white use of the logomarks.

### Grayscale comparison chart

#### Logomarks in white

Use logomarks in white for backgrounds with a relative grayscale value above 50%.

NAC

90%

NAC

80%

NAC

70%

NAC

60%

NAC

50%

#### Logomarks in black

Use logomarks in black for backgrounds with a relative grayscale value below 50%.

NAC

40%

NAC

30%

NAC

20%

NAC

10%

## Positive Color Usages

When shown in positive, the NAC logomark appears in one of the following ways:  
1. NAC Blue, 2. black. NAC Blue is the corporate color.

The table below provide color formats for all media. Be sure to use the correct artwork for desired media, i.e. Match and CMYK for printing, RGB for electronic media.

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### NAC Blue

The colors shown on this page are not intended to match the Pantone Color Standards.



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Blue	MATCH	CMYK	RGB
	Pantone	C 100	R 0
	301	M 53	G 75
		Y 4	B 135
		K 19	

### Black



## White Color Usages

The NAC logomark always appears in white when used on backgrounds darker than 50% on the grayscale.

On photos or patterned backgrounds make sure the logomark is easily readable.

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### Solid Background

On solid backgrounds, use a white logomark.



### Pattern Background

On pattern backgrounds, make sure that the pattern is of relatively even value and allows the logomarks to be easily read. The overall value of the pattern must be within 50%-100% on the grayscale.



### Photo Background

On photo backgrounds, make sure the background color value is darker than 50% on the grayscale.

DO NOT USE high-contrast photographs that will interfere with readability of the logomarks.



## Clear Area and Size

The space around the logomarks, called the clear area, is a protected zone. No other typographic material or spot art should intrude into this zone.

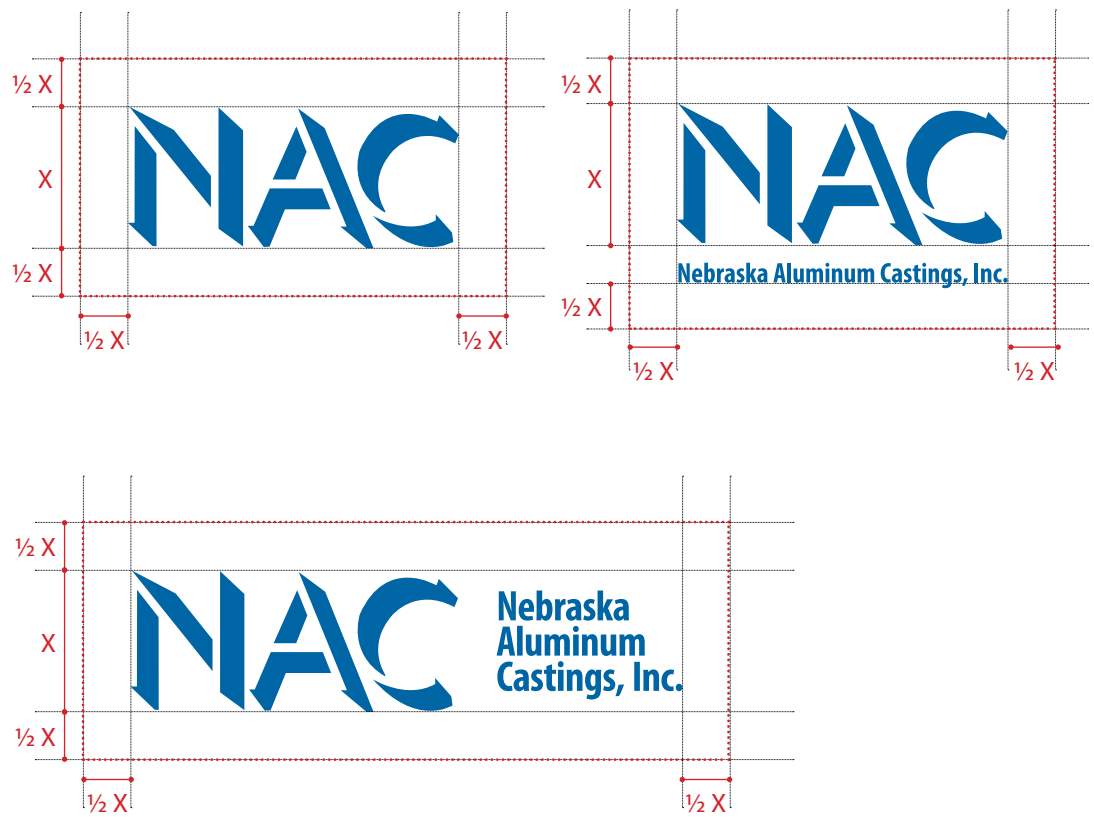
"X." Refer to the table below for rules of usage. The red box surrounding the logomarks below describes the limits of the clear area.

The clear area can be calculated by taking the cap height of the NAC logomark and calling it

It is permissible to enlarge the logomark to any size required. However, there is a minimum size limit.

### Minimum clear area

X = cap height of "NAC"



### Minimum size



Never use smaller than a 18pt "NAC" cap height.

## Unauthorized Usages

The integrity of the logomarks must always be respected. It should not be altered or reinterpreted in any way.

Below are some examples of unauthorized usages.

Use only the approved master art for the NAC logomarks provided to you by NAC.



Do not distort logomarks.



Do not apply unapproved colors to logomarks.



Do not apply pattern to logomarks.



Do not apply drop shadows to logomarks.



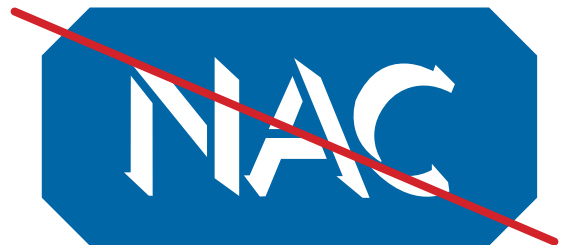
Do not use logomarks within a phrase or violate logomark's clear area.



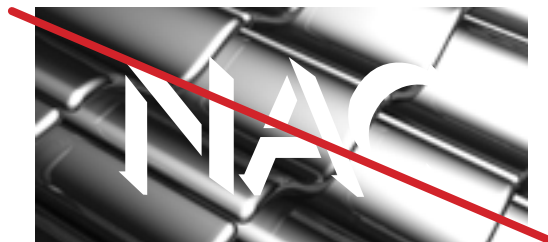
Do not create patterns with logomarks.



Background color must always show through the logomarks.



Do not place logomarks in a shape.



Do not apply logomarks to high contrast backgrounds that will interfere with readability.