



National  
Arts  
Program

The Brand Guidelines are intended to provide internal stakeholders, staff, and partners with guidelines for using your logo across communication tools such as print, signage, web, social media, etc.

## Table of Contents

Messaging	3
Logo Overview	6
Clear Space & Minimum Size	10
Logo Violations	11
Color Palette	12
Typography	13

## BRAND ATTRIBUTES

During all interactions with National Arts Program (NAP), audiences need to feel the new “personality” of the organization. The following Brand Attributes describe the essence of NAP. These brand attributes set the stage for what stakeholders can expect from their experience with NAP by informing the tone of future messaging, as well as the visual identity design.

### **Creative**

*We inspire creativity in new and unexpected ways.*

Founded on the principles of Leonard E. B. Andrews, our dedicated team partners with organizations that value creative expression to transform the workplace environment into beautiful spaces filled with art made by employees and families.

### **Empowering**

*For over 30 years, we've ensured that employees and their families have access to opportunities that showcase their creativity.*

We provide the tools and guidance venues need to launch employee art exhibitions, empowering them to take ownership of the transformative and powerful role art plays in people's lives.

### **Welcoming**

*We are dedicated to openness, inclusiveness, and diversity.*

We believe that *anyone* has the ability to be creative and everyone should have the opportunity to showcase their work and be recognized for it. By creating art exhibitions with no restrictions for entry, we welcome those who may not have considered themselves artists before to discover their creativity and proudly display their art.

### **Uniting**

*We are committed to building connections and creative communities.*

We believe that art can bring people together in new and exciting ways! By providing resources to venues and participants, we unite employees with each other within an organization and connect artists through engagement with our nationwide online community.

## **BRAND POSITION**

The Brand Position is a statement that differentiates NAP from other regional or national organizations that may provide a similar or competing service.

At the National Arts Program, we empower organizations across the country to host art exhibitions that showcase the creativity of their employees and families. By providing critical resources, national reach, and inclusive program design, we are the only nonprofit that supports employee engagement in ways that validate individual expression, forge new connections, and transform spaces.

## **TAGLINE**

NAP's tagline will summarize the overall benefit of interacting with NAP and leave a lasting impact during a short encounter with the audience. Informed by NAP's Attributes, Position, and Narratives, the Tagline captures an organization's brand personality and positioning in order to quickly motivate.

| Showcasing the artist within

## **BRAND NARRATIVES**

Brand Narratives create a guiding framework that informs brand messaging and content when developing all communication tools for NAP. Each of these primary narratives contains detailed topics for messaging and storytelling that articulate and differentiate the NAP experience from any other. Influenced by the Brand Attributes, these are the “conversations and stories” to be told within all communication channels moving forward.

### **NARRATIVE #1: CONNECTION**

#### **Creating Connections**

Art brings people together, forges new connections, and builds creative communities. We connect artists across an organization to each other through their shared and powerful experiences with art.

#### **Building Creative Communities**

By supporting 90 venues in 38 states, we provide our diverse partners with the tools they need to build creative communities within their organizations, systems, and cities. We connect these new creative communities to each other through our online gallery that showcases individual artists across the country.

### **NARRATIVE #2: VALIDATION**

#### **Access to Opportunity**

By providing resources and support, we create the opportunity for venues to build art exhibitions that encourage employees to be creative. NAP exhibitions are open, with no restrictions, to *anyone* who wants to showcase their art—regardless of age, background, skill level, or job title.

#### **Creativity is Valued**

By fostering a strong and inclusive community that builds confidence, encourages risk-taking, and values self-expression, we grow and strengthen workplaces and communities. We ensure that creativity is recognized and validated, sometimes for the first time, with prizes, scholarships, and awards programs.

### **NARRATIVE #3: TRANSFORMATION**

#### **Transforming Places**

For more than 30 years, we have empowered organizations to transform the workplace environment into an inviting space infused with creativity, passion, and personality that enriches lives and open doors for employees, families, and the public.

#### **Transforming People**

We invite employees to bring their whole selves to work and show others their creative side. Whether art is a passion, hobby, or another career, we help artists of all levels and backgrounds transform themselves through creative expression.

**PRIMARY LOGO**

The National Arts Program primary logo can appear in either full color (blue or red logomark and black type), all black, or all white.



**TPEMARK**

The National Arts Program  
typemark can appear in  
either black or white.

National  
Arts  
Program

National  
Arts  
Program

**LOGOMARK**

The primary logomark can appear in either blue, red, black, or white.

When using the logomark as artwork separate from the logo, it may be scaled to a different proportion than the logotype.





**VERTICAL LOGOS**

The vertical logo should be used sparingly, when the primary logo will not suffice and only on in-house materials.

Specific application is up to the discretion of the designer.



National  
Arts  
Program



National  
Arts  
Program



National  
Arts  
Program

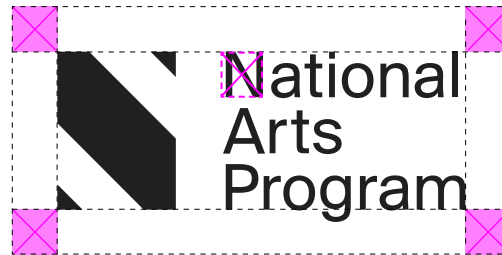


National  
Arts  
Program

### CLEAR SPACE

In order to maximize visual presence, the logo requires a surrounding area clear of any other graphic elements. This ideal zone should be no less than the square height of the "N" in "National".

The recommended minimum clearance is to ensure optimum legibility. This minimum spacing guideline will help give the logo clarity and presence on many different applications and formats. All final logo files will have this clear space included.



---

### MINIMUM SIZES

The logo should be reduced or enlarged proportionately to accommodate alternative sizes. In a few specific applications where space is especially limited (ex. favicon & social media graphics), these minimum size guidelines may be disregarded. We would recommend using only the logomark in smaller spaces such as the favicon or social media graphic.



Minimum width  
of logo  
.75 in / 54 px

DO NOT STRETCH LOGO,  
REARRANGE, OR SCALE  
ELEMENTS SEPARATELY.



DO NOT REARRANGE OR ALTER  
THE COLORS OF THE LOGO.  
DO NOT ADD A STROKE.



**PMS**

PMS should be used for offset printing, and is typically used when printing a one or two color piece. PMS colors can also be used in 4-color process offset pieces, as an additional "spot" color.

**CMYK**

CMYK should be used in digitally printed pieces and in offset printed pieces that require 4-color process.

**RGB**

RGB should be used for screen usage, such as the website, social media and Power Point presentations. RGB colors will appear more vibrant than PMS and CMYK colors.

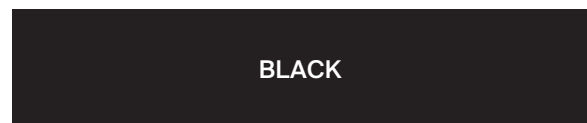
All logos are provided in the PMS, CMYK, and RGB, as well as in black and white.



PMS	072 U
CMYK	c100 / m93 / y0 / k0
RGB	r38 / g59 / b151



PMS	2035 U
CMYK	c0 / m93 / y100 / k0
RGB	r255 / g45 / b13



CMYK	c0 / m0 / y0 / k100
RGB	r35 / g31 / b32

The consistent application of a limited number of fonts will reinforce the National Arts Program brand, graphic identity, and give communications a cohesive look.

**PRIMARY TYPEFACE**

The Suisse Int'l Family is the primary typeface for the National Arts Program brand. Suisse Int'l can be used for headlines, secondary information, details and dates.

Arial can be used when these fonts are not available.

**Aa**

**Suisse Int'l Regular**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

**0123456789**

**Aa**

**Suisse Int'l Antique**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

**abcdefghijklmnop  
qrstuvwxyz**

**0123456789**