NAYGN Branding Manual

Objective

The purpose of this document is to enable North American Young Generation in Nuclear community members to present a single, strong, instantly recognizable logo brand for North American Young Generation in Nuclear (called NAYGN here after).

Logo Standards Adherence

The logo standards in this document apply whenever the NAYGN logo is used.

The standards for use of the logo must be adhered to as detailed in this document. Use of the NA-YGN logo is subject to the following guidance:

1. The NAYGN logo must be used on all NAYGN media of communication, including the Web, print collateral, news articles, event signage, direct mail and promotional items.

    a. NAYGN internal correspondence is excluded from this requirement.

2. No customization or alteration of the NAYGN logo is permitted, other than specified in this document.

3. Special circumstances and requests will be reviewed on a case-by-case basis by the Communications Chair and Promotional Items Chair. Deviations from this document must be approved by the NAYGN Core.

Logo Availability

NAYGN has two official companies which have access to our high resolution logo. The high resolution file may also be requested from the NAYGN core.

1. Café Press: Great for economic purchases, buttons, magnets, note cards, and various clothing and novelty items with the NAYGN logo and our "pro-nuclear" logo.

    a. http://www.cafepress.com/na-ygn

2. Specworks: Great for custom and high-quality shirts. They also provide free services to include two logos (e.g. NAYGN logo and your company logo).

    a. http://www.companywear.com/naygn/

Logo Components

The NAYGN logo is comprised of five components: the Atom, the Atom's circular path, the Acronym, the organizations name, and the Continent. Below are the only acceptable configurations.
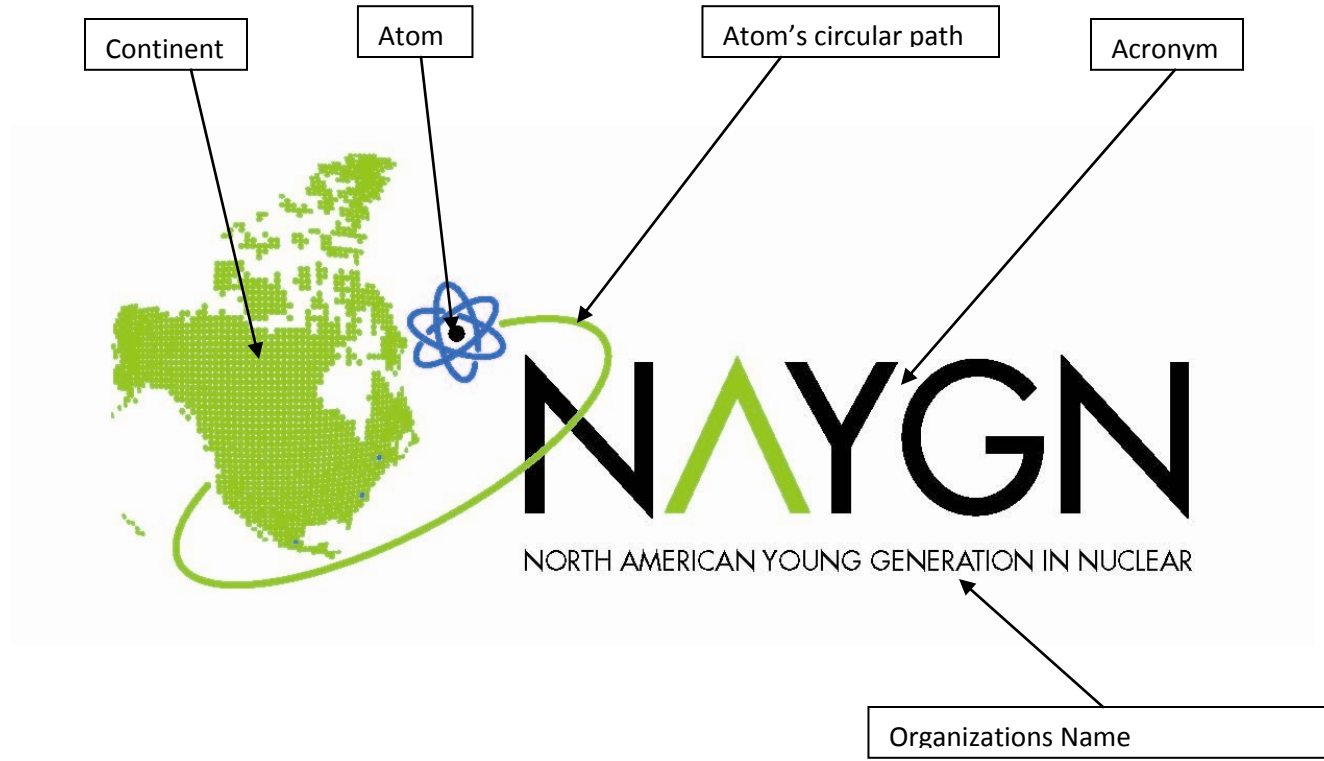
Minimum Size

The logo must be of a size large enough to read the logo type. As a general rule, the logo should not be smaller than ⅜" or 0.94cm or 36 pixels tall for Web and print. The exception is in cases where the reproduction area is very small, such as on pens or pins.

Clear Space

For the NAYGN logo to maintain impact, the surrounding area must be open and uncluttered. When placing the logo close to graphic elements, clear space must be maintained on all sides.

The same clear space rule applies for all versions of the identity. The required border of space around the logo must be x wide, where x equals the height of the "N" in the NAYGN logo.

Background

The logo may be used on a solid color background, although a white background is the preferred choice.

Versions

The logo may be used in its entirety (and is preferred to be used this way) or can be used as divided parts, (1) the Continent with the atom and (2) the NAYGN acronym.
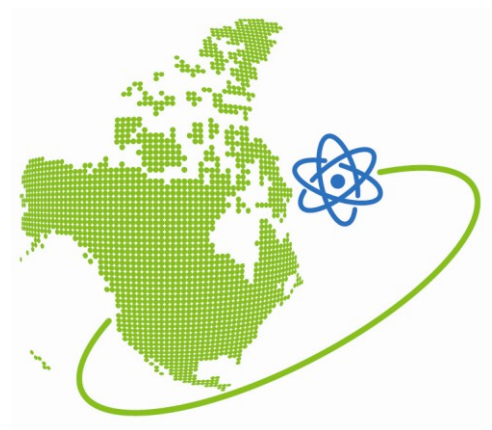
Logo Color Palette

The logo may be presented in any of the following four color schemes. Use the variation most appropriate for your audience and budget, with consideration for the background color of the item being branded. A black and white version can also be used, if color is not possible. Do not alter the colors within each scheme.

Color Logo (for use on white or light backgrounds) **Pantone (PMS)**	CMYK (for Print)
Atom	Blue PMS 285
Continent	Green PMS 368
Atom Path	Green PMS 368
Acronym & Name	Black PMS Black/Green PMS 368

Reverse Logo (for use on dark background) **Pantone (PMS)**	CMYK (for Print)
Atom	Blue PMS 285
Continent	Green PMS 368
Atom Path	Green PMS 368
Acronym & Name	White / Green PMS 368

Gray Scale Logo (for use on light backgrounds) **Pantone (PMS)**	CMYK (for Print)
Atom	Black PMS Black
Continent	Cool Gray 7
Atom Path	Black PMS Black
Acronym & Name	Black PMS Black /Cool Gray 7

All-Black Logo (for use on light backgrounds) **Pantone (PMS)**	CMYK (for Print)
Atom	Black PMS Black
Continent	Black PMS Black
Atom Path	Black PMS Black
Acronym & Name	Black PMS Black

Translation

The logo may not be translated or localized into any other language.

Local Chapter Logos

Local Chapters of NAYGN (referred to as LC's hereafter) are permitted and encouraged to have their own chapter-specific logos. The development and use of LC logos is the responsibility of the Local Chapters, subject to the following guidelines:

1. The LC logo must be presented with the NAYGN logo nearby to maintain proper branding of the NAYGN organization. All requirements for use of the NAYGN logo apply, as detailed in this document.

2. The LC logo must be separate and unique from the NAYGN logo.

a. No alteration of the NAYGN logo is permitted.

b. The LC logo may use the colors of the NAYGN logo; however, the LC logo must be dissimilar to the NAYGN logo.