

# Brand Guidelines

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V. 1.0



## INTRODUCTION

# A Little Bit of History

## ABOUT NAYGN

North American Young Generation in Nuclear (NAYGN) is a 501(c)(6) non-profit organization committed to empowering the next generation of nuclear enthusiasts. Since our inception in 1999, our mission has been to cultivate strong leadership and professional skills, forge lifelong connections, and actively engage with the public. We strive to inspire today's nuclear professionals to meet the challenges of the 21st century.

Fueled entirely by volunteers, NAYGN has grown to over 150 chapters spread throughout North America. These local chapters are facilitated by a board of directors affectionately known as “the Core”. This structure allows NAYGN to remain at the forefront of driving the nuclear industry forward.

 We are developing leaders to energize the future of nuclear.

Learn more about our initiatives and impact at [naygn.org](https://naygn.org)





## APPROACH

# Embracing The Brand

## NAYGN LANGUAGE

NAYGN is more than our logo - it is a daily practice of engaging with and embodying our core mission and values. This happens every day in the simplest form by properly communicating who we are.

When referring to our organization, North American Young Generation in Nuclear should always be spelled out and spoken in full in the first instance of its use. In subsequent uses, the acronym (NAYGN) may be used. Our acronym is pronounced letter by letter (ex: N-A-Y-G-N) and not as a single word (ex: NAY-GEN or NI-GEN).



# Notes

## LOGOTYPE SELECTION AND CUSTOMIZATION

Choose the logotype that best fits your application. Use the white version against dark backgrounds for clarity. Only approved artwork should be used to maintain our brand's integrity.

If you need a different logotype or are thinking of a design change, please email [communications@naygn.org](mailto:communications@naygn.org). All customizations require NAYGN Core approval to ensure brand consistency.

## BRAND INTEGRITY AND VISUAL CLARITY

Use contrasting primary colors for legibility. For non-standard colors or gradients, get approval from the NAYGN Core.

The Inter font family is our standard to ensure clear communication. For font selection assistance, tailored to your audience and message, contact [communications@naygn.org](mailto:communications@naygn.org).

## REASONABLE JUDGMENT CONSIDERATIONS

When using the brand guidelines, apply good judgment and focus on maintaining clear, effective communication. Keep these points in mind:

- The brand elements should be clearly visible and function well in their intended use.
- Logo dimensions and color should match the exact specifications provided.
- Choose a logotype placement that fits the technical context and doesn't distract from important information.
- Follow the brand standards precisely—they are there to ensure a uniform presentation of the brand.
- For clarification or guidance, contact the NAYGN Core at [communications@naygn.org](mailto:communications@naygn.org).

## COMPREHENSIVE BRANDING INSTRUCTIONS

For detailed guidelines on logo usage, including color palette, typography, and imagery, see the Design Standards Section of our brand guidelines. Adherence is essential for the NAYGN logo to maintain its role in brand recognition and integrity across all media.



## BRAND ELEMENT GUIDELINES

# Primary Logotype

INLINE, WITH GRAPHIC

### Usage & Application

The NAYGN logo is a cornerstone of our brand's visual identity and should be prominently featured on all print and digital materials. Our logo is the face of our organization. It is essential to maintain brand integrity and recognition.

### Recommended Use Cases

Official Correspondence: Employ on letterheads, business cards, and formal documentation for a unified brand presence.

Digital Platforms: Optimal for email signatures.

Marketing Materials: Fit for brochures, flyers, reports, and presentations, ensuring a professional brand aesthetic.

Event Branding: Appropriate for banners, stage backdrops, and signage at conferences or chapter events, guaranteeing consistent brand messaging.

Merchandise: Suitable for items such as polos, notebooks, pens, and USB drives that provide enough space for the horizontal logo.

Avoid using the inline logotype in vertical or square areas where it cannot be proportionally displayed.



## BRAND ELEMENT GUIDELINES

# Primary Logotype

## INLINE, WITH GRAPHIC

Following up on previously defined recommendations, we would add that when using the logo in smaller dimensions and when the organization's full name is not legible, the logotype can be used without it, as shown in the first example.



Also, in cases where it is unworkable to present the logo in a gradient color, it is allowed to use an adapted version in a NAYGN solid green color.



## BRAND ELEMENT GUIDELINES

# Primary Logotype

## STACKED, WITH GRAPHIC

### Usage & Application

The stacked version of the NAYGN logotype is designed for instances where horizontal space constraints make the inline primary logotype impractical. This format is ideal for vertical or narrow spaces that cannot accommodate the width of the primary logo.

### Recommended Use Cases

Marketing Materials: Fit for print materials with limited width, like bookmarks, narrow posters, or vertical banners ensuring a professional brand aesthetic.

Merchandise: Suitable for items with limited horizontal space such as polos and hats.

The stacked logotype should be a secondary option, reserved for scenarios where the primary, horizontal logo cannot be used due to space restrictions.



## BRAND ELEMENT GUIDELINES

### Primary Logotype

#### LOGO GRAPHIC

Following up on previously defined recommendations, we would add that in a specific situation, the NAYGN logo graphic can be used independently, as shown in the example.





# Secondary Logotype

INLINE, WITHOUT GRAPHIC

## Usage & Application

The secondary inline logotype, without the graphic element, is used when the NAYGN brand identity needs to be recognized in a text-centric format. This simplified version ensures legibility and brand presence in constrained spaces.

## Recommended Use Cases

Digital Content: Ideal for web content, online articles, and other digital platforms where horizontal space is limited and high fidelity graphics are not possible.

Print Media: Suited for print media where space is at a premium or where costs are dependent on the number of colors, such as advertisements.

Signage and Directional Elements: Useful in signage where simplicity is key, and the NAYGN name alone must stand out.

This logotype should not be the primary brand identifier in marketing materials or external communications where the full logo with the graphic is necessary for brand recognition.

Avoid deploying this version in branding situations that require the visual impact of the complete logo to establish the NAYGN brand, especially in first-time engagements with external audiences.

Secondary logotype. Inline.



Secondary logotype. Inline with full name.



Secondary logotype. Inline with slogan.



# Secondary Logotype

STACKED, MONOGRAM

## Usage & Application

The stacked, monogram secondary logotype is a compact alternative to the full NAYGN branding. It is designed for use in applications where space is limited or a more subtle branding presence is required.

## Recommended Use Cases

Corporate Swag: Ideal for small items such as lapel pins, pens, and other promotional goods where a full-sized logo isn't feasible.

Digital Applications: Suitable for app icons, social media avatars, or favicons where the brand's presence needs to be identified at a glance.

Event Materials: Effective on event lanyards, name tags, or any collateral where space is constrained but brand identification is still necessary.

This monogram should not replace the full primary or secondary logotype in standard branding applications, like main signage or official letterheads.

Avoid use in standalone applications without prior brand context, as the monogram alone may not provide sufficient brand recognition for new audiences.



The monogram can be presented and used in all brand colors, with an indication, that the background and logo should be in a solid color from the palette. Here are some examples.





# Secondary Logotype

## ICON/FAVICON

### Usage & Application

The graphic-only secondary logotype is specifically designed for instances where the NAYGN brand is already established or the full logotype is not necessary. This icon-only version is ideal for quick visual recognition in small spaces or digital platforms where branding is complemented by surrounding context.

### Recommended Use Cases

- Social Media Profiles: Perfect for profile pictures or avatars where space is limited and the NAYGN brand is already indicated by the username or account details.
- Mobile Applications: Use as an app icon where text would be too small to read, allowing for immediate brand recognition.
- Favicon: Suitable for use as a website favicon to enhance brand presence in web browser tabs.
- Merchandise Branding: Appropriate for small merchandise items. However, a full NAYGN logo must be used in conjunction with the graphic/icon.

Do not use the graphic-only secondary logotype by itself on merchandise. It should be used alongside another complete NAYGN logo to properly establish brand recognition.

Do not use the graphic-only secondary logotype on formal documents, marketing materials, or other media where the full NAYGN brand representation is required to establish identity.

Refrain from using this icon in isolation in external communications where the NAYGN brand has not been previously established.



## BRAND ELEMENT GUIDELINES

# URL Logotype

## ALTERNATIVE USE

### Usage & Application

The URL logotype is crafted to enhance the online visibility of NAYGN, providing a direct link to our web presence. This version is particularly valuable for digital mediums where our website address needs to be highlighted alongside the visual identity.

### Recommended Use Cases

**Digital Advertising:** Leverage the URL logotype in online ads where the call to action is to visit the website.

**Social Media:** Utilize in social media posts or profile sections that specifically aim to drive traffic to the website.

**Printed Collateral:** Apply on printed materials where a web reference is essential, such as brochures, flyers, or business cards.

Refrain from using the URL logotype in isolation without accompanying text or design elements that establish it as part of the NAYGN brand.

The URL logotype should not be used in place of the primary or secondary logotype on formal documents or primary branding materials where the URL is not the focus.





## BRAND ELEMENT GUIDELINES

# Regions & Chapters

## BRANDING INTEGRATION

### Usage & Application

Incorporating region or chapter names with the NAYGN primary and secondary logotypes strengthens local identity while maintaining affiliation with the overarching brand. These additions should be made in a way that preserves the legibility and integrity of the main logotype.

If you require graphic assistance with creating a Region or Chapter specific logo, please reach out to the NAYGN core or [communications@naygn.org](mailto:communications@naygn.org).

### Recommended Use Cases

**Merchandise:** Dedicated for use on internal chapter-specific merchandise to promote local pride within the NAYGN chapter.

Do not use the chapter or region logo on externally facing materials. This could obscure or undermine the NAYGN master brand. Instead, consider using company branded materials alongside NAYGN materials.

Do not create regional branding that conflicts with the overall NAYGN brand in color, typography, or style.

Primary logotype. Inline with incorporated e.x. chapter name.



Secondary logotype. Inline with incorporated e.x. chapter name.



Secondary logotype. Inline with incorporated e.x. chapter name.



BRAND ELEMENT GUIDELINES

Clear Space  
REPRESENTATIVE SAMPLES

Usage & Application

Maintaining clear space around the NAYGN logotype is critical to ensure its visual impact and brand recognition. Clear space should be free of other logos, text, or graphic elements that could detract from the logotype's prominence.

Recommended Use Cases

Brand Collateral: Ensure that clear space guidelines are followed on all brand collateral, including marketing materials, stationery, and digital assets.

Merchandise: Apply clear space rules to merchandise designs to uphold the logotype's integrity.

Do not compromise the mandated clear space around the logotype with additional elements. The minimum clear space for the primary logotype must be equal to the height of the letter 'Y' in NAYGN.

For text-based logotypes, maintain a clear space of at least half the height of the logotype, based on the letter 'Y' in NAYGN.

For logos variants with the full name or slogan, the minimum clear space between NAYGN and the second line of text must be 30px.





# How We Look

## COLORS

### Usage & Application

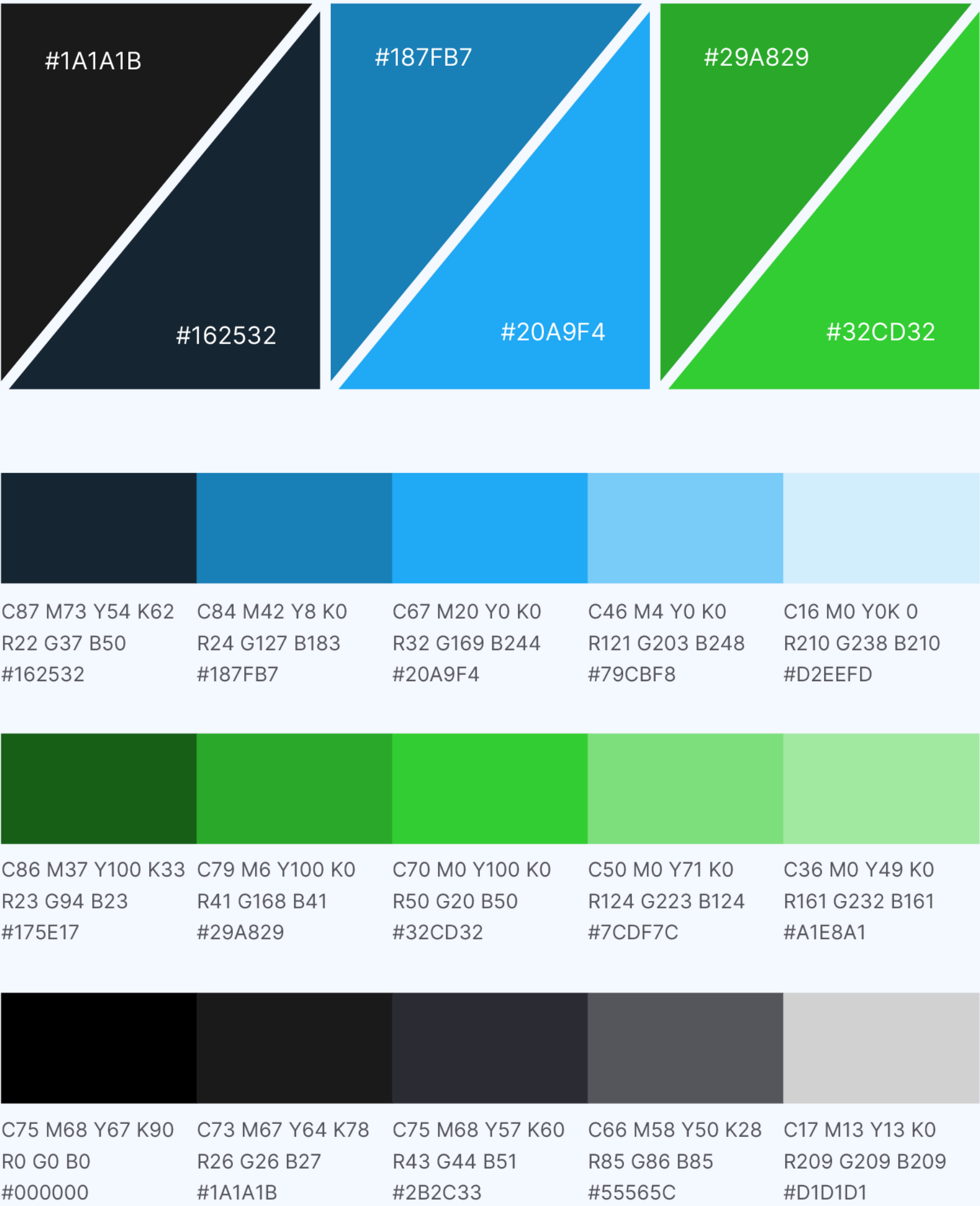
Utilizing our primary colors is integral to establishing a cohesive and recognizable brand identity for NAYGN. These colors should be consistently applied across all branding materials, including print, video, and digital platforms.

### Recommended Use Cases

**Printed Materials:** Apply solid colors for printed materials such as brochures, flyers, and posters to ensure clarity and readability. Always verify with the vendor what information is needed for accurate color reproduction. Generally, printed media will require CMYK values. PMS colors may be requested for paint. Please reach out to the NAYGN Core if you need PMS or other color information that is not covered in this brand guide.

**Digital Platforms:** Utilize gradients for digital applications like our website and email templates to add depth and visual interest to online branding. Always verify with the vendor what information is needed for accurate color reproduction. Generally, digital media will require RGB values or hexcodes.

Avoid using off-brand colors or deviating from our established primary color palette in official communications to maintain brand consistency.



# How We Look

## TYPOGRAPHY

### Usage & Application

NAYGN's official font is Inter, which should be consistently used across all communication platforms to maintain brand consistency. The Inter font family offers various styles and options, providing flexibility while ensuring a cohesive brand identity.

### Recommended Use Cases

Brand Communication: Use Inter font across all written materials, including official documents, presentations, and marketing collateral, to maintain consistency and reinforce our brand identity.

Digital Platforms: Ensure Inter font is used consistently on our website, social media channels, and email communications to create a unified brand experience for our audience.

Avoid using fonts outside of the Inter font family for branded materials to maintain visual consistency and brand integrity.

Exercise caution when selecting font variations, ensuring they align with our brand's tone and style guidelines.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Inter Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Inter SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Inter Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Inter Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Inter Light



BRAND IDENTITY HISTORY

# Logo Evolution

HISTORY

This was our organization's primary logo from 2012 to 2023. All our legacy logos hold a special place in our brand's history. It featured a vibrant combination of colors and a unique design representing our initial vision. This logo and color series is no longer part of our primary brand, but may continue to be seen in vintage NAYGN memorabilia and materials. In an effort to align with NAYGN sustainability goals, the historic brand is still deemed acceptable for use on physical goods printed or developed prior to 2024. All materials printed, developed, or purchased in 2024 and beyond shall adhere to the remaining standards of this brand guide.

History Logotype



History Brand Colors



# Connect with us

Didn't find your answer?

CONTACT US

For more information about our brand, feel free to  
Contact Us. Use the following contact channels.

NAYGN Communications Officer  
[communications@naygn.org](mailto:communications@naygn.org)

[naygn.org/resources/](https://naygn.org/resources/)  
[naygn.org/contact-us/](https://naygn.org/contact-us/)

# Appendix

## USAGE GUIDELINES

### Logo Usage

The NAYGN logo must be prominently displayed on all official materials, both print and digital.

Use only approved versions of the logo provided in the brand assets folder. For reference follow: NAYGN Google Drive URL or Website URL,

Avoid modifying or distorting the logo in any way.

### Color Palette

Limit color choices to the official brand color palette to maintain visual consistency.

Off-brand colors are not permitted in any official communications.

Utilize solid colors for printed applications and gradients for digital platforms like websites and emails.

### Typography

Use the Inter font family consistently across all communication platforms.

You can find the NAYGN brand font family here: NAYGN Google Drive URL, Website URL, or [fonts.google.com/specimen/Inter](https://fonts.google.com/specimen/Inter)

Avoid using fonts outside of the designated typography set for any branded materials.

### Imagery

Ensure all images align with the brand's tone and style, avoiding off-brand or conflicting imagery.

Images should complement the brand messaging and enhance visual appeal.



## DESIGN STANDARDS

### Logo Variations

Different versions of the logo are provided to accommodate various applications and spatial constraints. Use the appropriate logo variation based on the available space and context of the material.

### Clear Space

Maintain a minimum clear space around the logo to preserve its integrity and visibility. Avoid placing other logos, type, or graphic elements too close to the NAYGN logo.

### Color Usage

Utilize primary colors for a consistent brand identity across all media, including print, video, and web. Maintain strong contrast between colors to ensure visual impact and readability. For questions regarding accessibility, please reach out to [dei@naygn.org](mailto:dei@naygn.org).

### Typography Consistency

Use consistent typography throughout all branded materials to reinforce brand identity and professionalism. Ensure font choices align with the brand's tone and style guidelines.

## BRAND COMPLIANCE

### Adherence to Guidelines

All materials, both internal and external, should adhere to the guidelines outlined in the brand manual. Any deviations from the established brand standards must receive approval from the NAYGN Core.

### Consistent Application

Maintain consistency in logo usage, color palette, typography, and imagery across all brand communications. Regularly review materials to ensure compliance with brand guidelines and standards.

### Training and Education

Provide training and resources to stakeholders to ensure understanding and adherence to brand guidelines. Educate team members on the importance of brand consistency and its impact on brand perception. By following these usage guidelines, design standards, and brand compliance measures, we uphold the integrity of the NAYGN brand and ensure a unified brand identity across all communications and materials.

## BRAND RESTRICTIONS

### Brand Restrictions

The logo must not be stretched, squished, or altered in proportions.

### Color Fidelity

Maintain the logo's color integrity; do not change or invert colors outside of the provided guidelines.

### Clear Space

Keep a designated area of clear space around the logo, free from text and other design elements, to ensure legibility and impact.

### Size Consistency

Ensure the logo is of a size that maintains its visibility and legibility across various applications.

### Unapproved Variations

Do not create unapproved versions of the logo, such as adding effects or additional graphics.

### Background Contrast

Ensure high contrast between the logo and the background for clarity; avoid placing the logo on visually noisy or conflicting backgrounds which compromise its readability.

### Isolation

The logo should not be combined with other logos or visual elements that could imply endorsement or partnerships unless previously approved by the organization.

### Voice and Tone Guidelines

Our brand voice should convey professionalism, authority, and enthusiasm. We aim to strike a balance between approachability and expertise, ensuring that our messaging resonates with both industry professionals and the general public. When communicating on behalf of NAYGN, use clear and concise language, avoiding jargon and technical terms when possible. Maintain a positive and inclusive tone that fosters engagement and connection with our audience.

## Photography Style Guide

Photography plays a crucial role in conveying the values and identity of the NAYGN brand. Our imagery should reflect the diverse and dynamic nature of our organization, showcasing the passion and dedication of our members. Preferred photography styles include candid shots of members in action, as well as professional portraits that highlight individual stories and experiences. Emphasize authenticity, diversity, and inclusion in all visual content, avoiding clichés and stock imagery whenever possible.

## Templates and Examples

Access our library of brand templates and examples to ensure consistency and professionalism in all communications. Templates are available for a variety of materials, including letterheads, presentations, social media graphics, and event collateral. Each template is designed to align with our brand guidelines, providing a cohesive visual identity across all touchpoints. Browse examples of well-executed brand applications for inspiration and guidance on how to effectively showcase the NAYGN brand in action.

## Brand Story and Messaging

At the heart of the NAYGN brand is our compelling story and mission. Our brand messaging emphasizes our commitment to empowering the next generation of nuclear professionals, fostering leadership development, and promoting innovation and excellence in the nuclear industry. Key messaging points highlight our impact, accomplishments, and vision for the future, inspiring others to join us in shaping the future of nuclear technology.

**Brand Assets Access:** Access our comprehensive library of brand assets, including logos, color palettes, typography files, and brand guidelines documents. These assets are essential for maintaining consistency and professionalism in all branded materials and communications. Use the provided guidelines and resources to ensure accurate and effective application of the NAYGN brand across all channels and platforms.

## Brand Application Guidelines

Follow our detailed guidelines for applying the NAYGN brand in various contexts, including signage, merchandise, digital platforms, and event materials. These guidelines provide specific instructions and best practices for using logos, colors, typography, and imagery to ensure consistency and coherence in all brand communications. By adhering to these guidelines, you can effectively represent and promote the NAYGN brand in alignment with our mission and values.

## Brand Evolution Plan

As the NAYGN brand continues to evolve, we are committed to maintaining relevance and consistency while embracing new opportunities for growth and innovation. Our brand evolution plan outlines strategic initiatives and updates to the brand identity, ensuring that it remains dynamic, adaptive, and reflective of our organization's values and aspirations. By staying true to our brand principles and vision, we can effectively navigate changes in the industry landscape and position NAYGN for long-term success.



## Legal Considerations

Protecting the integrity and rights of the NAYGN brand is essential to our mission and reputation. Adhere to all trademark usage guidelines and copyright laws when using brand assets and materials. Seek permission and proper attribution for any third-party content used in conjunction with the NAYGN brand. By respecting legal considerations and intellectual property rights, we can safeguard the integrity and credibility of the NAYGN brand for years to come.

## SOURCES

<https://www.thebrandingjournal.com/>

<https://brandfolder.com/>

<https://neilpatel.com/>

<https://moz.com/>

<https://learning.linkedin.com/>

<https://practicaltypography.com/point-size.html>

<https://www.onlineprinters.co.uk/magazine/font-sizes/>

<https://m3.material.io/styles/typography/type-scale-tokens>

<https://urc.ucdavis.edu/sites/g/files/dgvnsk3561/files/inline-files/General%20Poster%20Design%20Principles%20-%20Handout.pdf>

<https://martech.zone/logo-design-resources/?amp=1>



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