

VISUAL IDENTITY GUIDELINES

The National African American Insurance Association

The Visual Identity Guidelines help make our branded communications effective and consistent. This guide explains the various elements that make up our identity and how they fit together. It is vital that we use them consistently across all communication channels. Designing outside these guidelines may lead to our audience being confused and devalues the NAAIA brand. Please refer to these guidelines when you are creating brand communications and NAAIA-branded materials.

Content

01 Brand Overview

02 Logo Variations

03 Photography

04 Graphic Elements & Icons

05 Creative Assets

1 BRAND OVERVIEW

Legacy

NAAIA is warm, inclusive, and diverse. NAAIA's commitment to its legacy is evident in its continued efforts to foster a sense of belonging and empowerment among its community.

The brand's messaging emphasizes the importance of teamwork, trust, and reliability, instilling a sense of confidence in customers.

Keywords

- legacy
- classic
- timeless
- sophisticated
- tradition
- elegance
- warm

1.2 Brand colors

PRIMARY PALETTE

Color is a key factor in ensuring instant recognition of our brand, and it is therefore important that our brand colors are reproduced accurately. We have defined our colors with specific values for both print and screen. Always make sure you adhere to these specifications for all applications.

White Smoke

CMYK
00% 00% 01% 00%

RGB
255 254 252

HEX
#FFFEFC

Teal

CMYK
100% 0% 0% 50%

RGB
0 128 128

HEX
#008080

Gold

CMYK
0%, 25%, 64%, 27%

RGB
185, 139, 67

HEX
#B98B43

Midnight Blue

CMYK
96% 68% 36% 30%

RGB
37 60 94

HEX
#253C5E

1.3 Brand colors

SECONDARY PALETTE

The secondary palette has been developed to complement our primary colors. It provides versatility in situations where many colors are needed, e.g., to create complex graphs and charts. Use this palette only when the primary palette does not suffice.

CMYK

73% 55% 0% 57%

HEX

#465976

RGB

70 89 118

CMYK

26% 15% 0% 20%

HEX

#96A9C5

RGB

150 169 197

CMYK

23% 14% 0% 11%

HEX

#C0CEE1

RGB

192 206 225

CMYK

96% 68% 36% 30%

HEX

#E4A94F

RGB

228 169 79

CMYK

0% 15% 30% 0%

HEX

#FFD593

RGB

255 213 147

CMYK

0% 8% 23% 4%

HEX

#F7E3C3

RGB

247 227 195

CMYK

70% 30% 30% 40%

HEX

#339999

RGB

51 153 153

CMYK

50% 0% 0% 30%

HEX

#66B3B3

RGB

102 179 179

CMYK

20% 0% 0% 10%

HEX

#CCE6E6

RGB

204 230 230

1.3 Typography

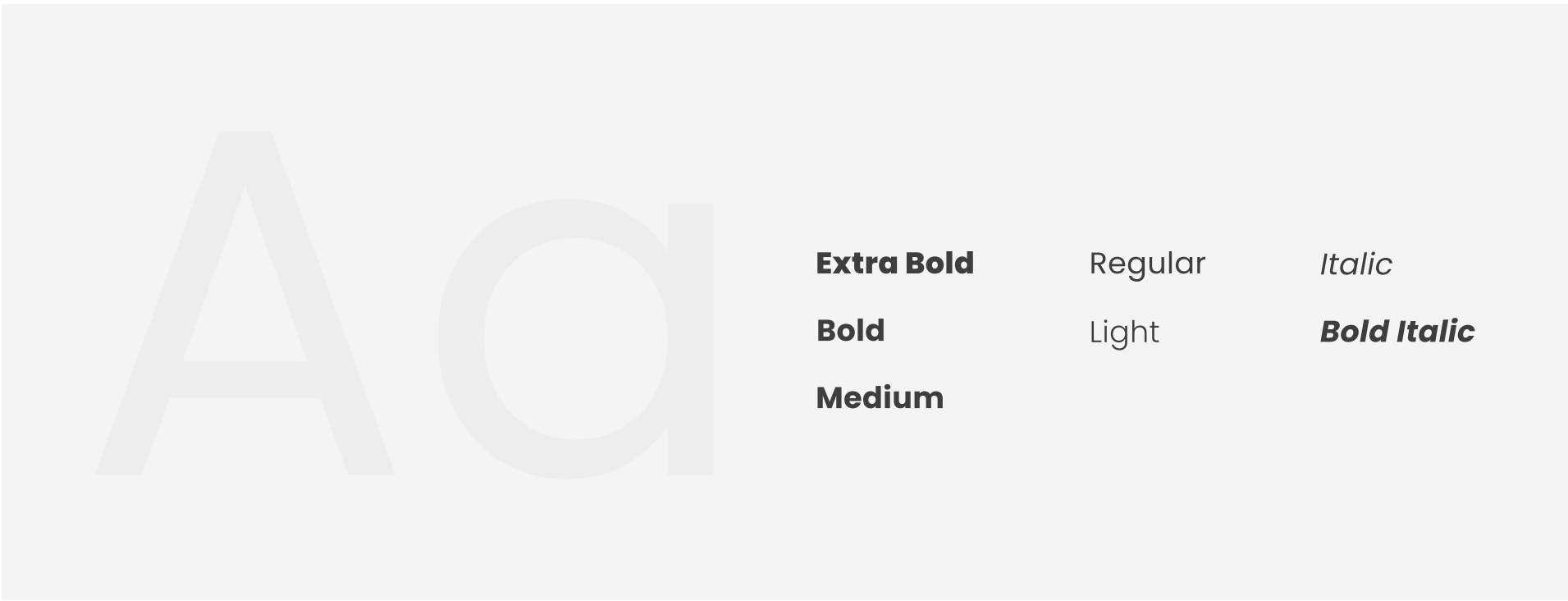
TYPEFACE

Our primary brand typeface is Poppins by British type designer Jonny Pinhornm.

Poppins is a geometric sans-serif typeface published by Indian Type Foundry in 2014. It was released as open-source and is available for free on Google Fonts.

Display and Text, used respectively in headlines and body copy throughout our visual identity. It offers excellent readability in both printed materials and digitally, and plays a major role in making our visual identity unique.

[!\[\]\(17acf1afa8cdf0b67c53d4865a5ed469_img.jpg\) Download](#)



Primary Font
Poppins

Designed by
Jonny Pinhorn

Available on
Google fonts

2 LOGO VARIATIONS

2.1 Primary Logos

FULL VERSIONS

Primary Logo: Full Logo with organization name.
This is the default logo and should be used whenever possible for maximum brand recognition.

Use the horizontal logo lockup whenever possible for optimal visibility and brand consistency, and switch to the vertical lockup in limited space situations to maintain legibility and identity. Ensure clear space rules and aspect ratio preservation when resizing.

Use Cases: Use the logo with the full organization name in situations where space permits, such as the website header, official documents, and marketing materials.

[!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) Download](#)



2.2 Secondary Logos

LETTERMARK

Secondary Logo: The lettermark is an abbreviated version of the full organization name and should be used when space is limited.

Use Cases: Use the lettermark in places like social media profiles, app icons, and where horizontal space is restricted.

[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296_img.jpg\) Download](#)



2.3 Tertiary Logos

LOGO WITH CHAPTER NAME

Tertiary Logo: Use this version when you want to highlight a specific chapter or location within your organization.

Use Cases: Use the long logo with the chapter name on chapter-specific materials, events, or communications.

The NAAIA Atlanta logo

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Other chapters

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2.4 Primary Logo Colors

WHITE ON NAVY & NAVY ON WHITE

White on Navy:

- **Primary Use:** The primary logo with white text on a navy background is the default and should be used in most cases.
- **Background Contrast:** Ensure that the logo is placed on a background with enough contrast for readability.

Navy on White:

- **Use Cases:** In cases where a light background is used, the secondary logo with navy text may be employed for better contrast and visibility.
- **Background Contrast:** Use this version on light backgrounds or where it provides better readability.



2.5 Secondary Logo Colors

VERSION WITH LIGHT BLUE BRIDGE

Additional version: The secondary logo with light blue color should be employed in contexts where a softer, more subdued brand representation is desired. Use this version sparingly to complement the primary logo, ensuring it maintains legibility and color integrity.

Note: use this type of logo on a background with the secondary color #465976

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2.6 Secondary Logo Colors

GREYSCALE

Greyscale Logo:

Use Cases: The greyscale logo should be used when color printing is not available or when a black and white presentation is necessary.



2.7 Secondary Logo Colors

ALL-WHITE

All-white:

Use cases: Use an all-white color if you have to apply the logo to a solid yellow background that is part of the logo



2.8 Logo misuse

PART 1

- 1. **Element Removal:** Do not remove or omit any elements of the logo, including text, symbols, or graphic components. The logo should always be used in its entirety.
- 2. **Color Alterations:** Do not alter the color composition of the logo. Any changes to the logo's color scheme, including hue, saturation, or brightness, are strictly prohibited.
- 3. **Scaling:** The logo should never be resized or scaled disproportionately. Maintain the original aspect ratio to prevent distortion.
- 4. **Typography:** Do not alter or substitute the typography within the logo. The typeface, font size, and arrangement of text elements must remain consistent with the approved logo.



2.9 Logo misuse

PART 2

- 5. **Adding Elements:** Do not add any new elements, graphics, or text to the logo. The logo must remain unaltered and free from additional visual elements.
- 6. **Distortion & Rotation:** Avoid any form of distortion, warping, or skewing of the logo. The logo should always maintain its original proportions and geometry.
- 7. **Use of Filters and Effects:** Avoid applying filters, effects, or graphic treatments to the logo, such as drop shadows, bevels, or textures, without explicit authorization.
- 8. **Background Manipulation:** Do not place the logo on a background that interferes with its visual integrity or readability, unless specifically approved in the brand guidelines.



5



6



7



8

3 PHOTOGRAPHY

3.1 Photography

MOODBOARD

Authenticity and unity defined through diversity, professionalism, collaboration, caring and warmth.

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4 GRAPHIC ELEMENTS & ICONS

4.1 Graphic elements

SHAPES

Use these shapes in different angles, branded color shades and sizes

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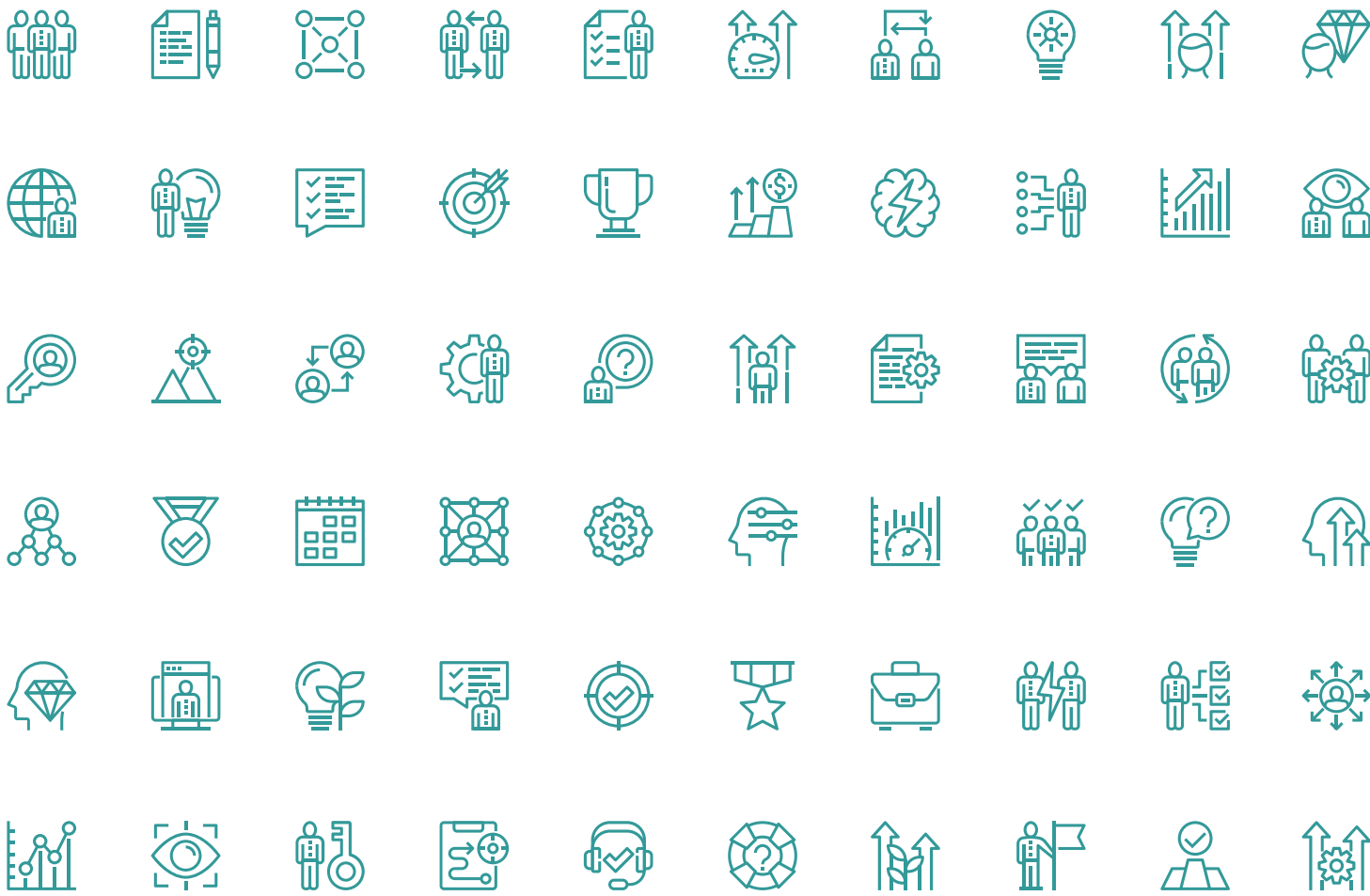


4.2 Iconography

STYLE

Icons and minimal text that gives an easy-to-understand overview of a topic.

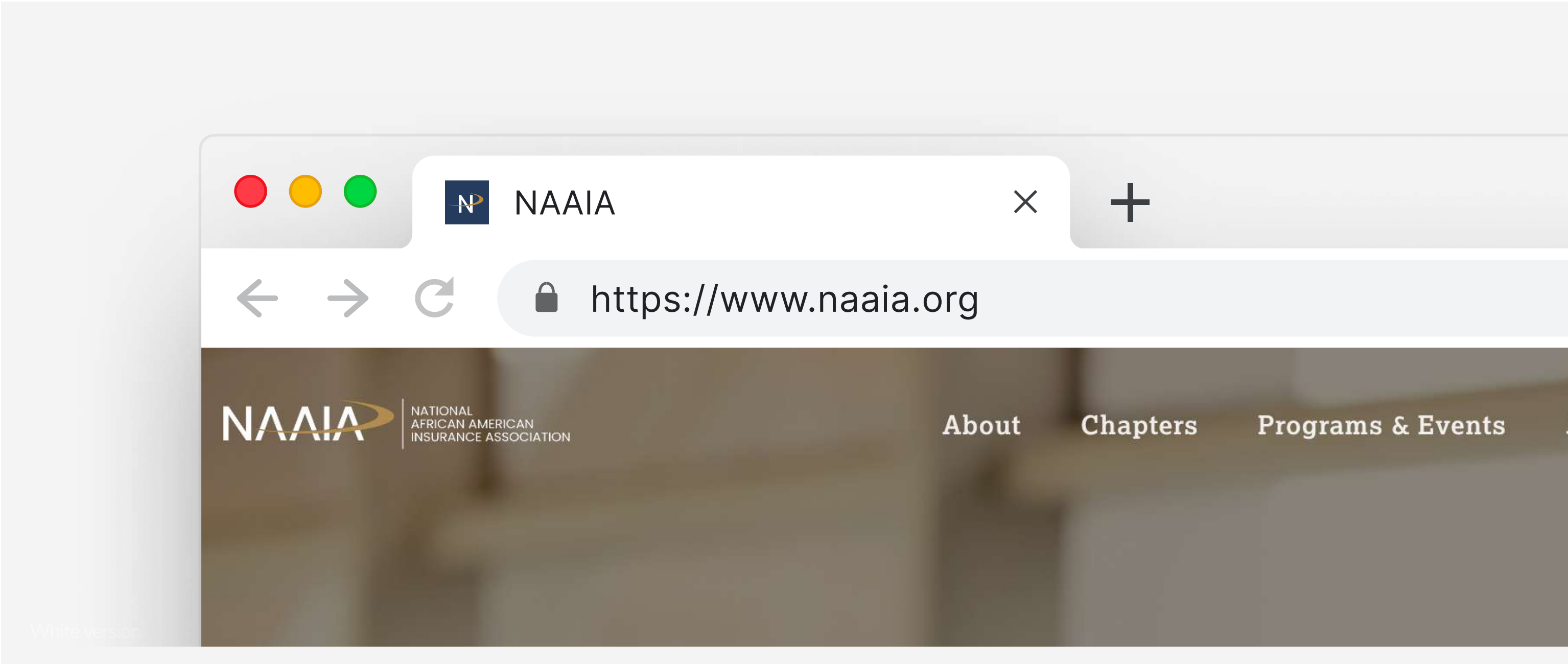
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5 CREATIVE ASSETS

5.1 Website favicon

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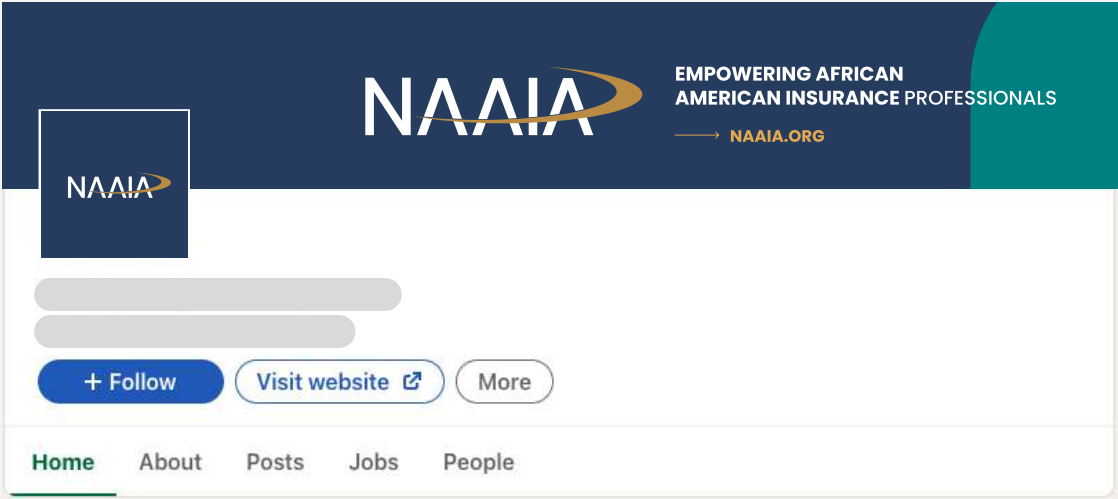
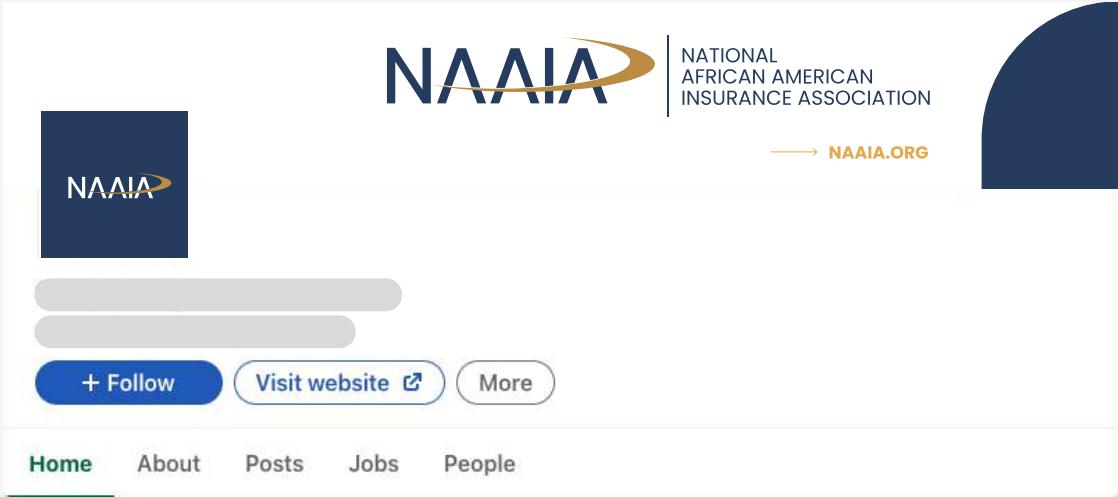
5.2 Social media headers

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Linkedin header version A

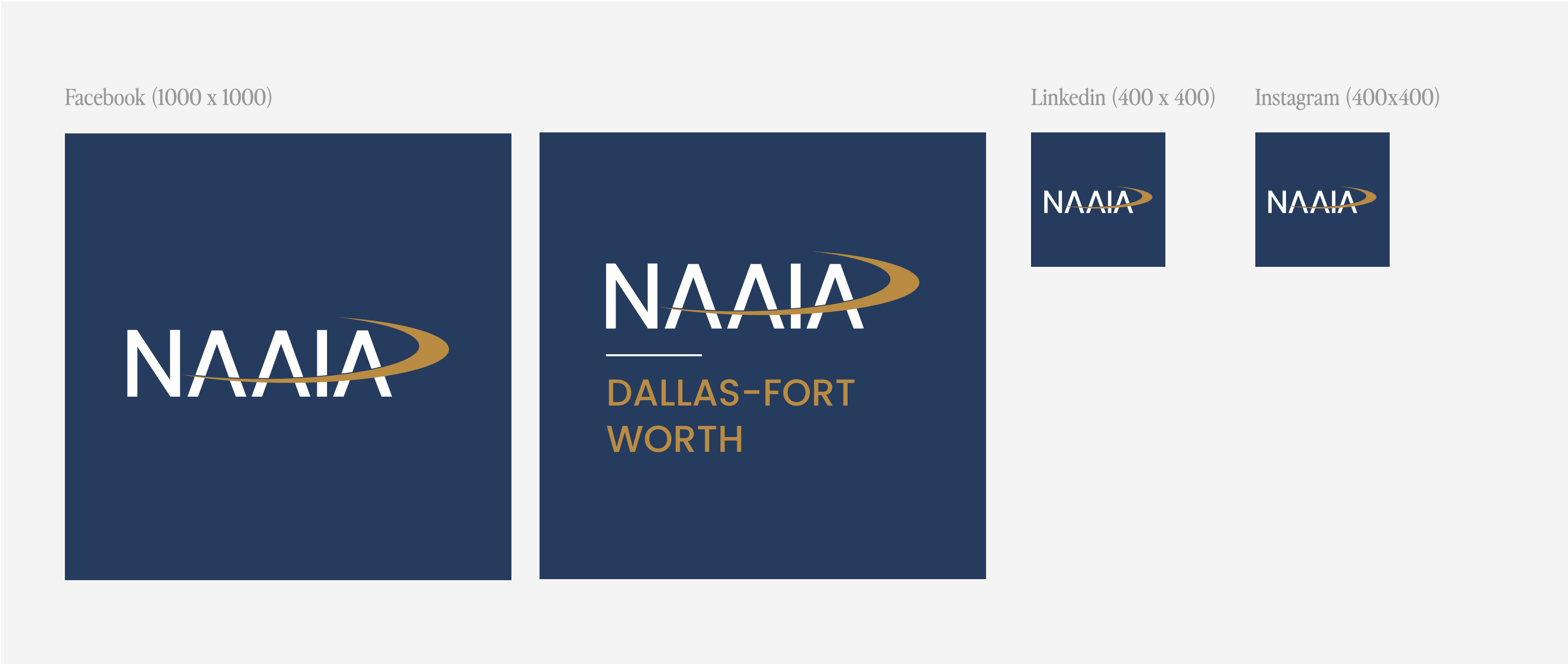


Linkedin header version B



5.3 Social media profile images

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5.4 Social media profiles

MISUSE

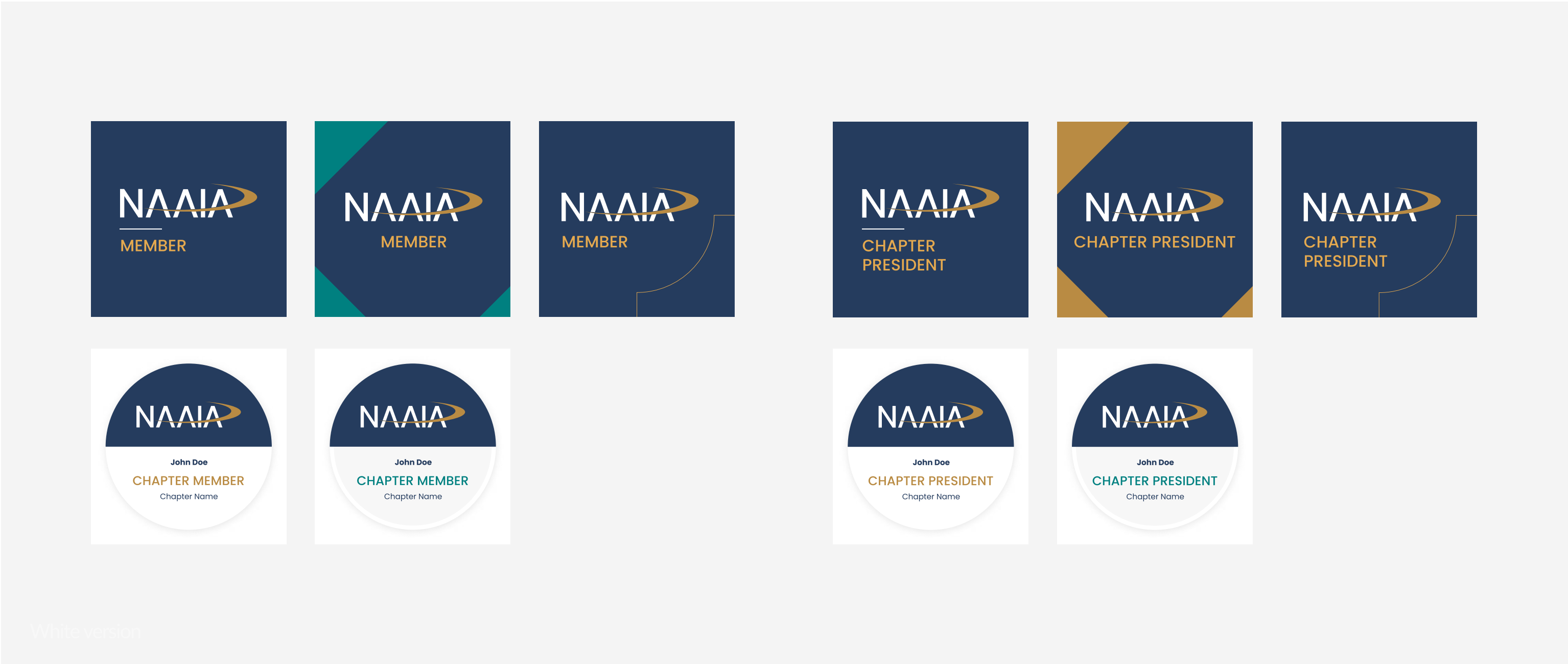
The NAAIA logo on blue must be used as the profile picture across all social media channels. Please note that this picture is circular on most sites, and you must therefore ensure that the entire logo is visible within a circular crop.



White version

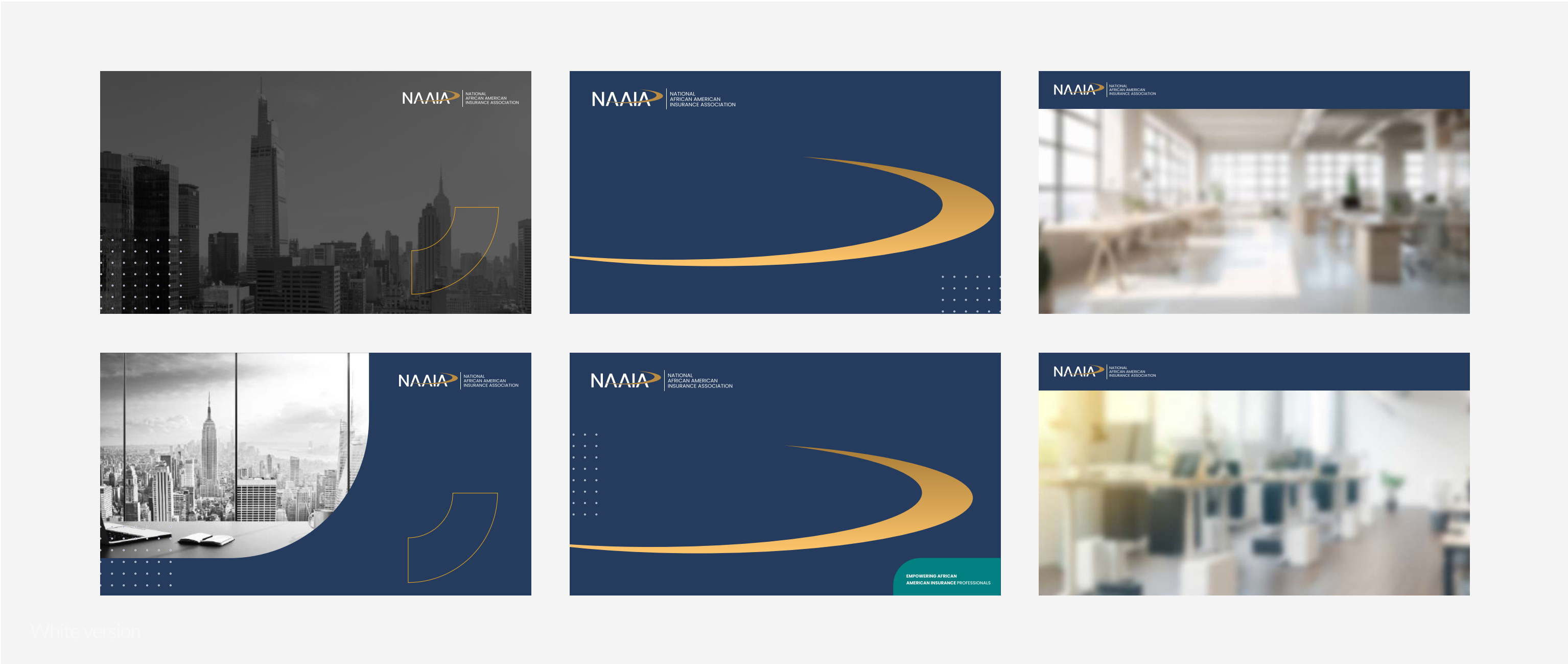
5.5 Badge

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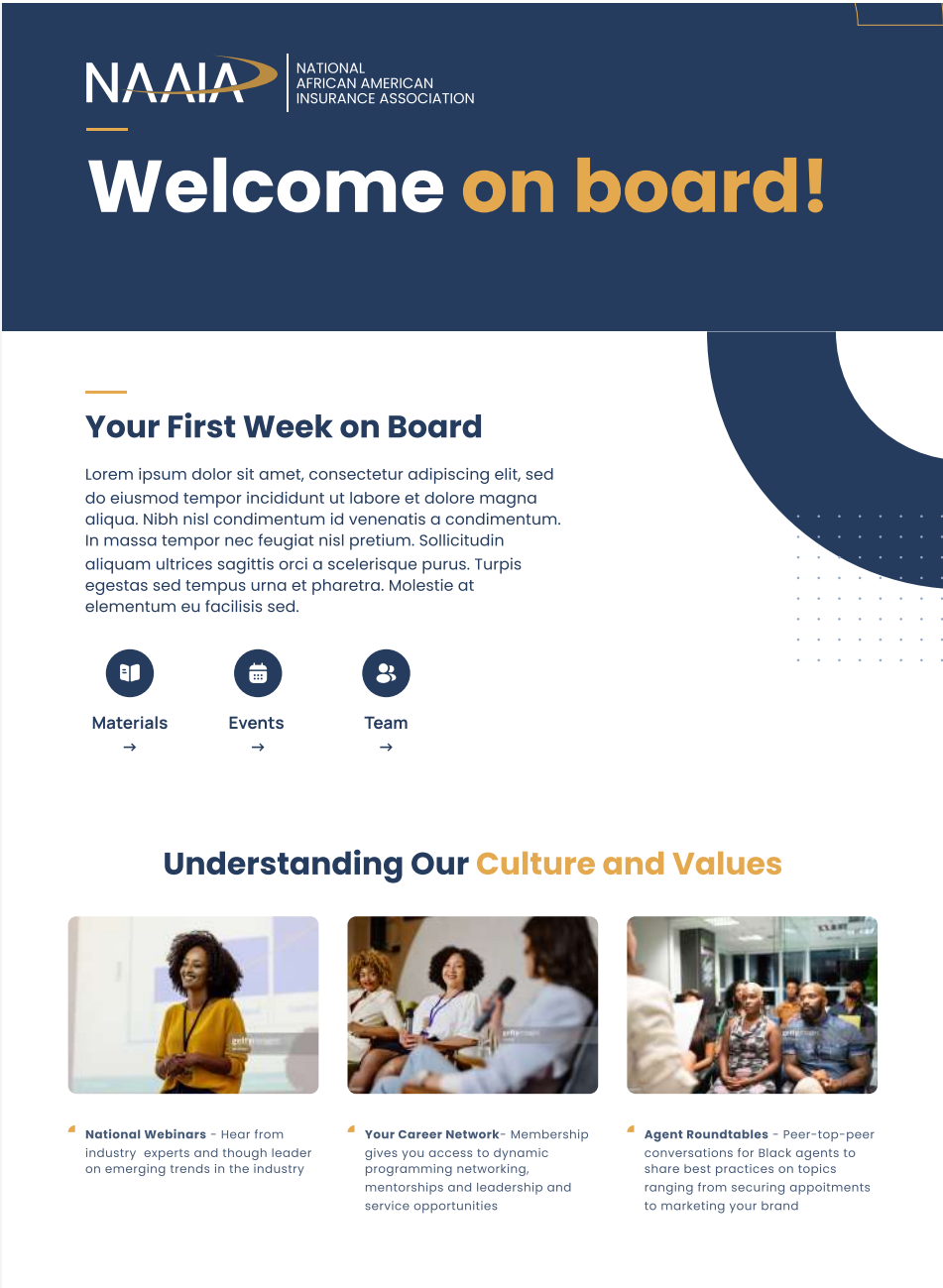
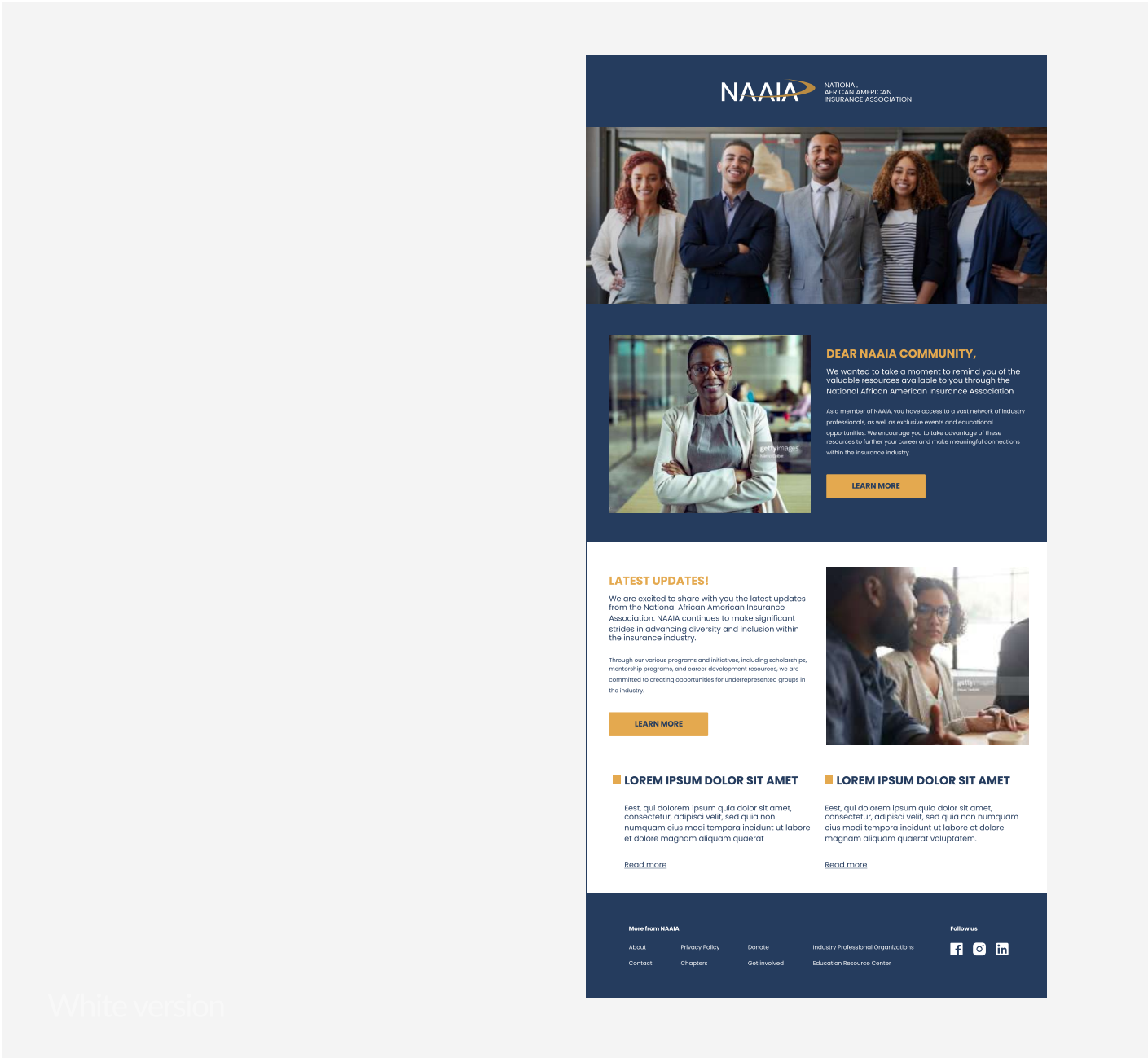
5.6 Zoom backgrounds

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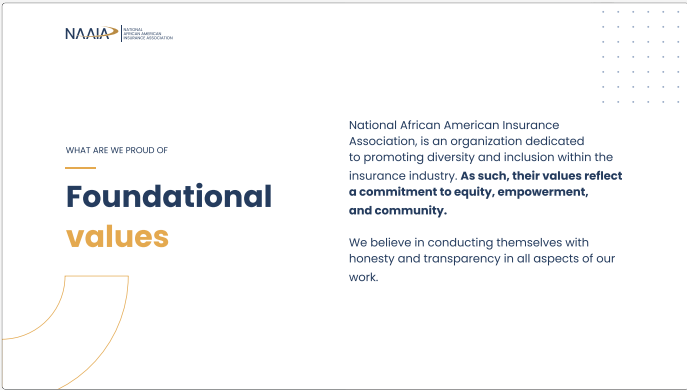
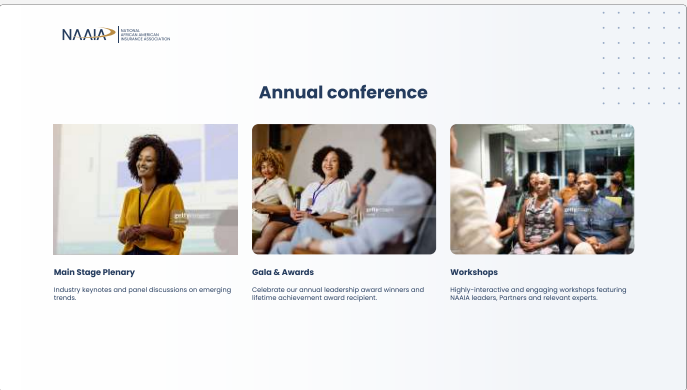
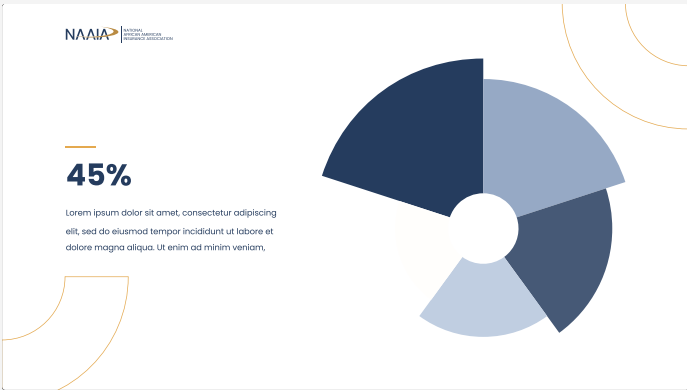
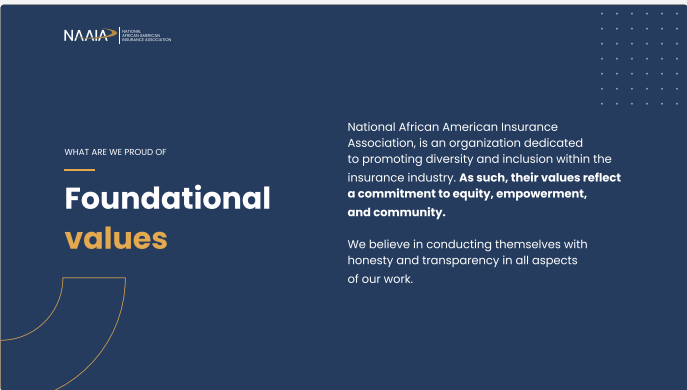
5.7 Email templates

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5.8 Presentation slides

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THANK YOU

For trusting us with new visual style of NAAIA