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NATIONAL ASSOCIATION FOR  
CATERING AND EVENTS

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**NACE LOGO**

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————— NACE Plate

NATIONAL ASSOCIATION FOR  
CATERING AND EVENTS

————— NACE Title

Both plate and title must  
always be shown.

## NACE LOGO Orientation & Size

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### Vertical Logo



Minimum size

1.5"



### Horizontal Logo



Minimum size

2.5"






The NACE Logo can not be altered in any way except color (*specified on next page*).

NACE LOGO Color

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Primary

-  Pantone 296 C
-  Pantone 542 C
-  Pantone 291 C



NATIONAL ASSOCIATION FOR  
CATERING AND EVENTS

Secondary All Pantone 296 C



NATIONAL ASSOCIATION FOR  
CATERING AND EVENTS

Secondary All Black



NATIONAL ASSOCIATION FOR  
CATERING AND EVENTS

Secondary All White



NATIONAL ASSOCIATION FOR  
CATERING AND EVENTS

## NACE COLOR PALETTE

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### Primary

<p>Pantone 296 C C: 100 M: 46 Y: 0 K: 70 R: 0 G: 46 B: 86 HEX: 002E56</p>	<p>Pantone 542 C C: 62 M: 22 Y: 0 K: 3 R: 86 G: 159 B: 211 HEX: 569FD3</p>	<p>Pantone 291 C C: 33 M: 3 Y: 0 K: 0 R: 164 G: 215 B: 244 HEX: A4D7F4</p>	<p>White HEX: FFFFFFFF</p>
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### Secondary

<p>Pantone 3005 C C: 100 M: 34 Y: 0 K: 2 R: 0 G: 129 B: 198 HEX: 0075C9</p>	<p>Pantone 369 C C: 67 M: 12 Y: 100 K: 1 R: 98 G: 167 B: 68 HEX: 62A60E</p>	<p>Pantone 7417 C C: 0 M: 80 Y: 80 K: 0 R: 241 G: 91 B: 64 HEX: F15B40</p>	<p>Pantone Cool Gray 8 C C: 23 M: 17 Y: 13 K: 41 R: 129 G: 132 B: 138 HEX: 81848A</p>
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### Tertiary

<p>Pantone 7482 C C: 95 M: 0 Y: 90 K: 0 R: 0 G: 169 B: 92 HEX: 00A95C</p>	<p>Pantone 425 C C: 38 M: 28 Y: 21 K: 63 R: 77 G: 82 B: 90 HEX: 4D525A</p>	<p>Pantone 381 C C: 23 M: 0 Y: 89 K: 0 R: 207 G: 221 B: 69 HEX: D1DD45</p>
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**HEADER – LEVEL 1**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 18 pt, all caps, leading 17 pt, tracking 20, horizontal scale 90%, Pantone 296 C

**HEADER – LEVEL 2**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 3005 C

**Subhead – Level 1**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 296 C

*Subhead – Level 2*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)*

Calibri Regular, 11 pt, all caps, leading 12 pt, tracking 20, horizontal scale 90%, Pantone 425 C

**Subhead – Level 3**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

**Body**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

- **Body Bullet**
  - **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**
- Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

*Note*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)*

Calisto MT Italic, 9 pt, leading 10pt, tracking 5, horizontal scale 90%, Black

**Quote**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 13 pt, leading 14 pt, tracking 5, horizontal scale 90%, Pantone 369 C

**Call Out**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 11 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black



## HEADER – LEVEL 1

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 18 pt, all caps, leading 17 pt, tracking 20, horizontal scale 90%, Pantone 648 C

## HEADER – LEVEL 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 3005 C

### Subhead – Level 1

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 648 C

### Subhead – Level 2

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 11 pt, all caps, leading 12 pt, tracking 20, horizontal scale 90%, Pantone 425 C

### Subhead – Level 3

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Body

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

- Body Bullet

- **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Note

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Italic, 9 pt, leading 10pt, tracking 5, horizontal scale 90%, Black

### Quote

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 13 pt, leading 14 pt, tracking 5, horizontal scale 90%, Pantone 369 C

### Call Out

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 11 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black



## HEADER – LEVEL 1

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 18 pt, all caps, leading 17 pt, tracking 20, horizontal scale 90%, Pantone 7417 C

## HEADER – LEVEL 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 296 C

### Subhead – Level 1

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 7417 C

### Subhead – Level 2

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 11 pt, all caps, leading 12 pt, tracking 20, horizontal scale 90%, Pantone 425 C

### Subhead – Level 3

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Body

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

- Body Bullet
- **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Note

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Italic, 9 pt, leading 10pt, tracking 5, horizontal scale 90%, Black

### Quote

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 13 pt, leading 14 pt, tracking 5, horizontal scale 90%, Pantone 3005 C

### Call Out

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 11 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black





Connections and Communities

## HEADER – LEVEL 1

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 18 pt, all caps, leading 17 pt, tracking 20, horizontal scale 90%, Pantone 3005 C

## HEADER – LEVEL 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 296 C

### Subhead – Level 1

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 3005 C

### Subhead – Level 2

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 11 pt, all caps, leading 12 pt, tracking 20, horizontal scale 90%, Pantone 425 C

### Subhead – Level 3

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Body

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

- Body Bullet
- **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Note

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Italic, 9 pt, leading 10pt, tracking 5, horizontal scale 90%, Black

### Quote

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 13 pt, leading 14 pt, tracking 5, horizontal scale 90%, Pantone 369 C

### Call Out

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 11 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black



## HEADER – LEVEL 1

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 18 pt, all caps, leading 17 pt, tracking 20, horizontal scale 90%, Pantone 369 C

## HEADER – LEVEL 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890”:?\*&%\$#@!)**

Calibri Bold, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 296 C

### Subhead – Level 1

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 12 pt, all caps, leading 13 pt, tracking 20, horizontal scale 90%, Pantone 369 C

### Subhead – Level 2

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calibri Regular, 11 pt, all caps, leading 12 pt, tracking 20, horizontal scale 90%, Pantone 425 C

### Subhead – Level 3

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Body

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

- Body Bullet
- **AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 10.5 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

### Note

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Italic, 9 pt, leading 10pt, tracking 5, horizontal scale 90%, Black

### Quote

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Regular, 13 pt, leading 14 pt, tracking 5, horizontal scale 90%, Pantone 3005 C

### Call Out

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)**

Calisto MT Bold, 11 pt, leading 12 pt, tracking 5, horizontal scale 90%, Black

## NACE EMAIL

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Email body copy

Email body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890”:?\*&%\$#@!)

Calisto MT Regular, 12 pt, Black

Email Signature



**NACE IS NOW THE NATIONAL ASSOCIATION FOR CATERING AND EVENTS!** Calibri Bold, 12 pt, all caps, Pantone 296 C (R: 0 G: 46 B: 86)

**Name** Calibri Bold, 12 pt, Pantone 296 C (R: 0 G: 46 B: 86) | **Title** Calibri Regular, 12 pt, Pantone 296 C (R: 0 G: 46 B: 86)

9891 Broken Land Parkway, Suite 301 | Columbia, MD 21046 Calibri Regular, 12 pt, Pantone 296 C (R: 0 G: 46 B: 86)

email@nace.net | 410-290-5410 ext. 227 office | 410-290-5460 fax Calibri Regular, 12 pt, Pantone 296 C (R: 0 G: 46 B: 86)

www.nace.net | One Industry. One Association. Calibri Regular, 12 pt, Pantone 296 C (R: 0 G: 46 B: 86)

Example

Dear Jane,

NACE delivers continuing education, professional certification (Certified Professional Catering Executive) and resources that set members apart from their competition.



**NACE IS NOW THE NATIONAL ASSOCIATION FOR CATERING AND EVENTS!**

**Joanne Kim** | Marketing and Communications Coordinator

9891 Broken Land Parkway, Suite 301 | Columbia, MD 21046

jkim@nace.net | 410-290-5410 ext. 227 office | 410-290-5460 fax

www.nace.net | One Industry. One Association.