



NATIONAL ASSOCIATION FOR
CATERING AND EVENTS

CHAPTER BRAND AND LOGO GUIDELINES

This guide was developed to guide chapter leaders in promoting a consistent image in all forms of communication. All chapter communications should reflect the standards outlined in this manual. This manual can be distributed to volunteers responsible for implementing the brand to ensure consistency.

WHO WE ARE

Vision

To be the catalyst for exceptionalism and evolution for catering and event professionals

Envisioned future

NACE members are the most sought-after professionals in the catering and event industry

Mission

To be the premier resource and community for catering and event professionals

Value proposition

The preferred community to access unparalleled resources and networks that help catering and events professionals thrive

CHAPTER LOGO GUIDELINES

NACE National logo

The NACE logo should always be included in all collateral. Lower right or left hand corner is preferable.

The horizontal logo is the primary logo. Appropriate for use on the NACE website, documents, collateral and publications.



NATIONAL ASSOCIATION FOR
CATERING AND EVENTS

The vertical logo is the secondary logo. Appropriate for stationary use, such as envelopes.



NATIONAL ASSOCIATION FOR
CATERING AND EVENTS

The NACE plate is another secondary logo. Appropriate for social media use.



Chapter logo

NACE provides each chapter with a unique logo that contains the name of the chapter. The chapter may use these logos across a variety of applications such as website, signage, social media, chapter-specific documents, and branded merchandise.

If you wish to make a modification to the NACE logo for special occasions such as anniversaries, you may request such modification by contacting marketing@nace.net.

Your chapter's logo should always be included in all collateral. Lower right or left-hand corner is preferable.

The horizontal logo is the primary logo. Appropriate for use on your chapter's website, documents, collateral and publications.



ANCHORAGE CHAPTER
NATIONAL ASSOCIATION FOR
CATERING AND EVENTS

The vertical logo is the secondary logo. Appropriate for stationary use, such as envelopes.



GREATER KANSAS CHAPTER
NATIONAL ASSOCIATION FOR
CATERING AND EVENTS

The NACE plate is another secondary logo. Appropriate for social media use.



Things to avoid:

1. Placing logo at an angle
2. Stretching the logo
3. Drop a shadow or effect on a logo

File Types Provided

Logo files are provided in three types: EPS, JPG and PNG.

EPS – high-resolution, vector graphic to be used for printing brochures, posters, signage, and promotional items (will be required by printing and promotional products vendors). This file type can be opened in Adobe Illustrator, Adobe Photoshop and Microsoft Word.

JPG - JPG images are best used for photographs and images that have lots and lots of natural colors.

PNG – low-resolution graphic designed for digital/screen applications, such as web, email and PowerPoint presentations. While the PNG file can be used for basic print applications with caution, we recommend an EPS file to ensure the highest quality. The benefit of this file type is that it has a transparent background.

Common Application Examples

It is important that the logo is properly applied to ensure consistency. Here are a few examples of when to use certain file formats. If you have any questions about the examples below or to request a different file type, please contact marketing@nace.net.

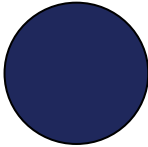
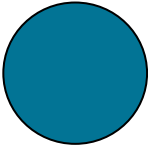
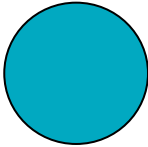
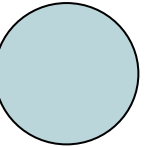
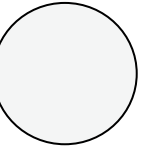
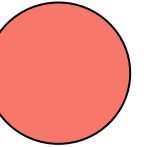
Email: The PNG file is most appropriate. It is best to insert the file directly from your computer into the message rather than copying and pasting. PNG files can be reduced in size, but will become pixilated if enlarged.

Name Badges: The EPS file is most appropriate. It can be opened from within Word. It is best to insert the file directly into the document rather than copying and pasting. It can be resized as needed without pixilation.

Presentations: The PNG file is most appropriate. It is best to insert the file directly into the message rather than copying and pasting. PNG files can be reduced in size, but will become pixilated if enlarged.

BRAND IDENTITY

colors

					
Navy Steel	Steel Blue	Aqua Blue	Periwinkle Blue	Snow	Peach Echo
#001E61	#027495	#01a9c1	#bad6db	#f4f5f5	#f7786b

typography

font-family: 'Calibri', sans-serif;

calibri - normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

calibri – italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&)*

calibri – bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,;:?!\$&*)

NACE COMMUNICATIONS

tone – concise, personable, informal and warm

We want to be straightforward yet engaging in our communications. We should strive to be approachable and knowledgeable as staff, always able to address what is most important to catering and event professionals.

use visuals appropriate to our audience

Imagery should be innovating, fresh and crisp. When possible avoid using illustrations unless relaying data, using in infographics, depicting an object that cannot be relayed via photos (i.e. business academy course icons) or in promotional materials that require visuals but does not have corresponding photos.

brand personality

We want our audience to see NACE as

- Innovative
- Trend-setting
- Thought Leaders
- Trusted
- Necessary