NACE

National Association
for Catering & Events

Introduction

In March of 2018, NACE appointed a Brand Task Force to guide the organization through the development of a brand foundation for NACE and its marketing communications efforts. Upon completion and Board approval of the brand foundation, it was determined that a refresh -- rather than a full redesign -- of NACE's visual identity was required. Again, the Brand Task Force guided NACE through the process and recommended a logo, color palette, typography and imagery guidelines that were more reflective of the brand foundation and of NACE's evolution. The visual identity as outlined in these guidelines was approved by the Board in October 2018.

Brand Promise
NACE champions our profession by empowering and elevating our member community.

Reward
I have access to industry-leading education, tools and connections that enable me to thrive.

Values
Transparency, Inclusiveness, Professionalism, Collaboration, Ingenuity, Achievement

Personality
Thoughtful, Optimistic, Inviting, Insightful

Sensory Identity
Contemporary, Vibrant, Fun, Powerful

The 2018 articulation of the NACE brand is a forward-looking embodiment of the vibrant future of our organization. Our new visual identity was carefully crafted to represent the sensory identity expressed by: **CONTEMPORARY, FUN, VIBRANT** and **POWERFUL.**

This brand book is a guide to help all parties working with the brand ensure it is always accurately represented and continues as a powerful, cohesive and creative tool for telling our story, creating meaningful impact and connecting and engaging with our target audiences.

This document provides guidance on the appropriate application of the visual identity to NACE communications and should be adhered to in order to ensure the brand's objectives are met.

NACE Chapter Logo

The NACE Chapter logos are simple yet bold marks designed to appeal to our audiences. It was built upon established visual elements such as a single crescent mark suggestive of a plate, and was modernized with an updated san serif font to provide a bold yet approachable feel. The blue palette suggests the idea of energy and sophistication.

Preferred Logo

The logo with the descriptor is the preferred logo and should be used whenever possible.

Secondary Logo

The logo without the descriptor is the secondary logo and should be used in instances where the descriptor is clearly indicated in copy, such as social media, or on speciality items when the descriptor line will not work, such as embroidery.

Clear Space

The height of the "N" in NACE should be used as the minimum amount of clear space on all sides of the logo. Same rules apply to the logo without the descriptor.

Sizes

The minimum size of the logo for print applications is .75" tall. Same rules apply to the logo without the descriptor.

Logo Color Formats

The full-color logo format will always be the most impactful and recognizable configuration and therefore, it should be used whenever possible. A white background is optimal for logo staging and visibility. Do not use the full color logo on anything other than a white background.
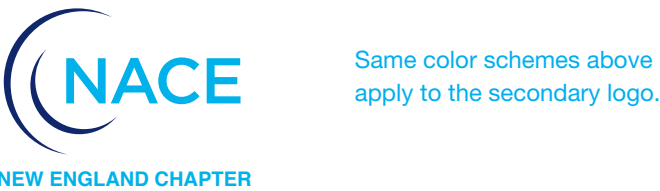
The black and gray logos are both restricted to situations where a white background is not available, or when it is not possible to control the background on which the logo appears.

The white logo is restricted to situations where only a darker background is available (see opposite page).

Do not use the full-color logo in a one-color application and do not attempt to alter the one-color logo format to create alternative color treatments.

Each chapter will have access to its logo. Please always use your chapter's logo in all communications and correspondence.

Chapters should refer to themselves as NACE [Chapter Name].

Full color PMS, CMYK or RGB

Black

1-color, grayscale

Same color schemes above apply to the secondary logo.

Logo Use on Colored Backgrounds

Use of the white logo is restricted to applications that require special consideration, such as one-color screen printing on promotional giveaways. The following areas are examples that may apply to this category:

1. Unique applications such as signage;

2. Situations where a white background or white substrate material is not available or appropriate (apparel, etc.); and

3. Applications where it is not possible to control the background on which the logo appears (sponsorships, etc.).

In order to keep the overall color signal consistent, only use background colors approved by NACE such as black, NACE Gray, NACE Dark Blue, NACE Medium Blue and NACE Light Blue. Do not create new background colors. If NACE Light Blue is used, use the black logo.

Preferred option for use on black

Preferred option for use on NACE Gray

Preferred option for use on NACE Dark Blue

Preferred option for use on NACE Medium Blue

Preferred option for use on NACE Light Blue

CHAPTER LOGO

Using our logo properly and consistently

Logo Misuse

Do not modify or alter the logo to accommodate a perceived communication need. While the treatment or modification is usually well-intended, it is a misuse.

Whenever possible, try to place the logo on a white background to ensure readability and consistency of the brand. Consistent and accurate representation of the NACE logo will reinforce awareness and understanding of our brand identity.

Use of taglines or other graphics as part of your Chapter's logo are not permitted.

Do not add a drop shadow or any other effects

Do not alter the size relationship of the symbol to the logotype

Do not alter the alignment or placement of the logotype

Do not alter the vertical or horizontal proportions

Do not rotate the logo

Do not alter the logo colors.

Do not use the logotype without the "NACE" mark or plate symbol

Do not use the logotype without the plate symbol

Do not place logo on a busy background

Color Palette

Color unifies the appearance of everything that is produced, from printed communications to online applications. A considered and consistent application of the color palette – along with appropriate imagery and clear typography – play an essential role in building the NACE brand.

The full color NACE logo is comprised of two Pantone colors: Pantone 2756 and Pantone 3005. These two colors are considered the **primary color palette**. They are the only colors approved for use in the full color logo. These colors play important roles in our brand identity and should be used consistently throughout branded materials. There are also two color variations that should only be used on approved NACE background colors. Please see the section on the previous page for more details.

The **secondary color palette** should be used to further enhance and broaden our brand. These colors are intended to complement (not replace) the primary color palette. The range of colors should never be used all together, but paired two at a time (see approved color combinations below) to maintain simplicity and sophistication, and should always be used sparingly.

Example palette 1

Example palette 1

Example palette 1

Example palette 1

Example palette 1

Example palette 1

Primary Palette

NACE Dark Blue
PMS 2756
CMYK: 100, 88, 0, 38
RGB: 16, 39, 108
HEX #10276C

NACE Light Blue
PMS 306
CMYK: 74, 7, 0, 0
RGB: 0, 178, 233
HEX #00B2E9

Secondary Palette

NACE Grey
PMS Cool Gray 10
CMYK: 0, 9, 0, 70
RGB: 108, 101, 107
HEX #6C656B

NACE Medium Blue
PMS 3005
CMYK: 100, 48, 0, 0
RGB: 0, 116, 189
HEX #0074BD

NACE Orange
PMS 7579
CMYK: 0, 84, 100, 0
RGB: 239, 80, 35
HEX #EF5023

NACE White
PMS White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFF

Typography

Typography is used to create visual consistency and reinforce a family appearance among our materials. Using the approved typeface consistently will bring a focus to the use of typography as a brand identity element.

Logo Font

The logo font used for NACE is Gotham Bold. It should never be used under any circumstance other than in the logo.

Headlines & Subheads

Helvetica Neue Bold and Medium are the primary fonts for headlines and subheads. They are simple and clean, and has a strong, contemporary feel. Headlines may be set in ALL CAPS or Title Case. If Helvetica Neue is not availalbe, Arial may be substituted.

Body Copy

Helvetica Neue Medium and Roman are the primary fonts for body copy. They should always be used in sentence case. If Helvetica Neue is not available, Arial may be substituted. Do not subsitute with a serif typeface.

HELVETICA NEUE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Preferred typeface for headlines and/or subheads

Helvetica Neue Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Preferred typeface for subheads and/or body copy

Helvetica Neue Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Preferred typeface for body copy

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternate typeface for headlines and body copy

Typography Relationships

THIS IS AN EXAMPLE OF WHAT A HEADLINE WILL

Look like at various sizes look like at various sizes look like at various sizes look like.

Body Copy

This is an example of what body copy will look like at various sizes. Nihilles asped molesti doluptiam, se esciatendus solut volut dolore, incilla borehent harum que voleceperum as utem sintio vel imust, sectent et ut laccab il in pore qui nossi simoles ex eles et quiam, tem earchil evenet eum qui doluptas estiorepe quassi dolores mi, nest que et estrum ea volorio estisquunt, quo etus nessumque corum nonsenim imperfero in niet harchil labore sit aut labo. Officienda delliqui sus quid quisquas min et as et que eossimust, nonsed quuntem poriosse cus, explibusti dolorru mquuntio conseque sequoditium quis iligenimi, optat volectur rem et utatquas volores tconsectur?

Photography

Photography is an excellent opportunity to visually communicate the core values of our brand. Photography communicates at a glance a sense of style, mood, energy and perspective. The photography we use establishes a distinctive visual presence and creates an emotional connection with audiences.

Choosing images that reflect our brand attributes and characteristics is crucial to establishing photography as an effective brand identity element. We have established a general category of images to help us bring distinctiveness and consistency to photography use while effectively supporting our written messages.

Key considerations when choosing imagery or art directing new photography:

Events: Close ups of table settings; Wide array of venues/ budgets (e.g. country clubs, industrial, barns, on trend; People may be in the image but are not the focus (applies to wide shots only) and are only featured if dressed uniquely (ensure diversity)

Networking: Clear focus on people (diversity across ages, gender, race); Add specific NACE/chapter images; Candid (not smiling to camera); Clearly convey a sense of fun/ camaraderie/closeness; Balance of shots with/without alcoholic drinks; Range of dress (formal to casual)

Online Learning: No school-like settings; People in focus (diversity across ages, gender, race); Environments to include offices (with more than one person around a computer) as well as more casual environments (e.g. home office, couch)

Catering: Update to ensure on trend; Focus on food and beverage; Include plates/plating up; No people, but if hands included ensure diversity; Range of events (e.g. office catering to high end)

Conferences: Indicate conference venue through 'moments' (e.g. registration desk, listening to speaker); Where speakers represented, ensure they are known and respected; Use images from NACE conferences; Ensure diversity of people; Variety of conference experiences (e.g. formal presentations, tastings/hands on demonstrations); Include leading edge technology
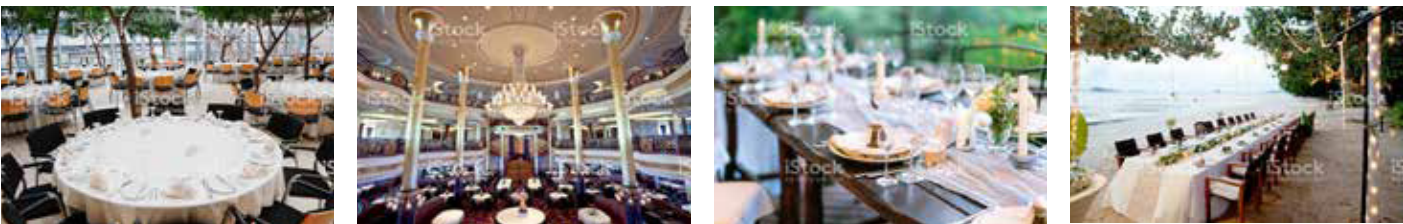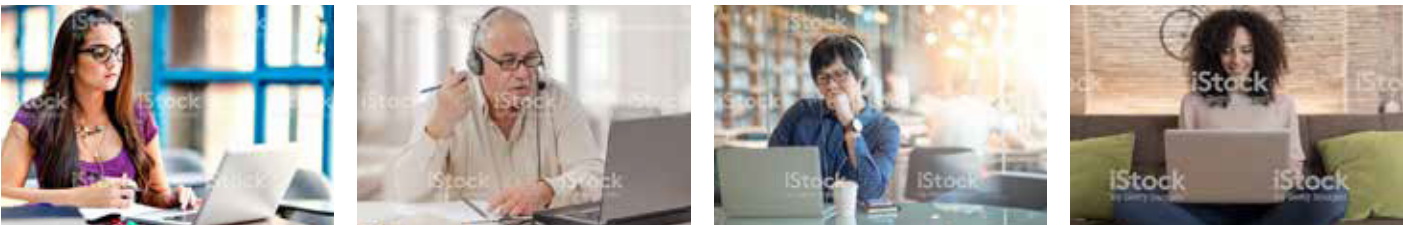
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Events

Networking

Online Learning

Catering

Conference

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Key considerations when choosing imagery or art directing new photography:

- When choosing images of people, try to make them feel candid and "real".

- Choose images that are simple and not overly busy

- Use interesting camera angles to minimize visual noise or clutter around the subject

- Capture believable activities that refer to the catering and events industry, such as:
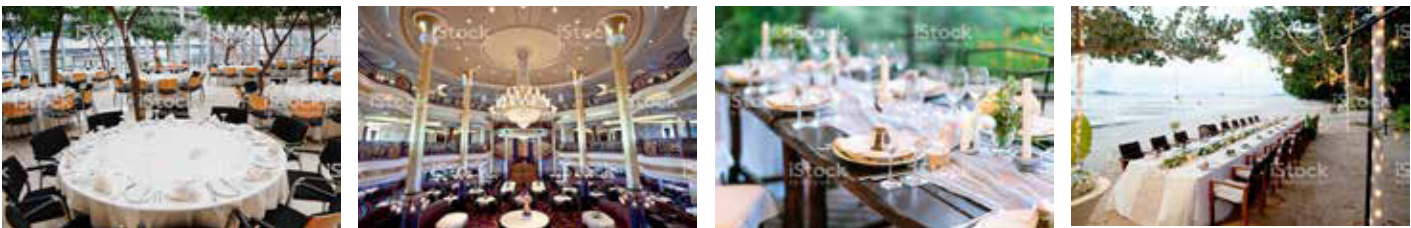
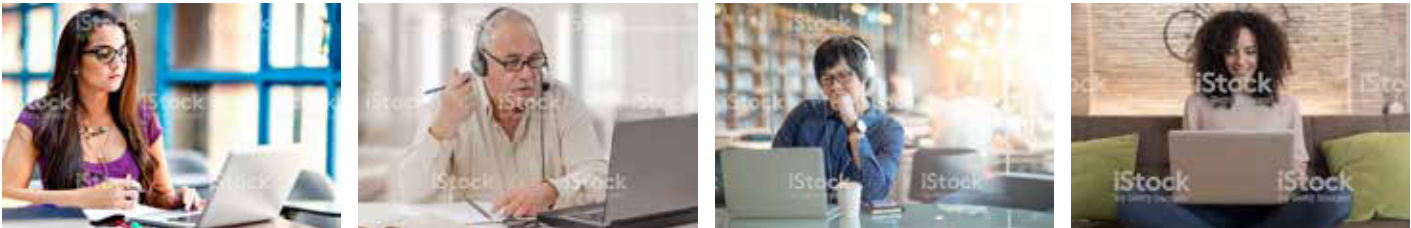**Events**

Networking

Online

Catering

Conference

Events

Networking

Online Learning

Catering

Conference

Letterhead

Use the following specifications when creating standard
8.5"X11" letterhead.

Logo:

Use your chapter logo at 3.0" x1.0". The logo should be
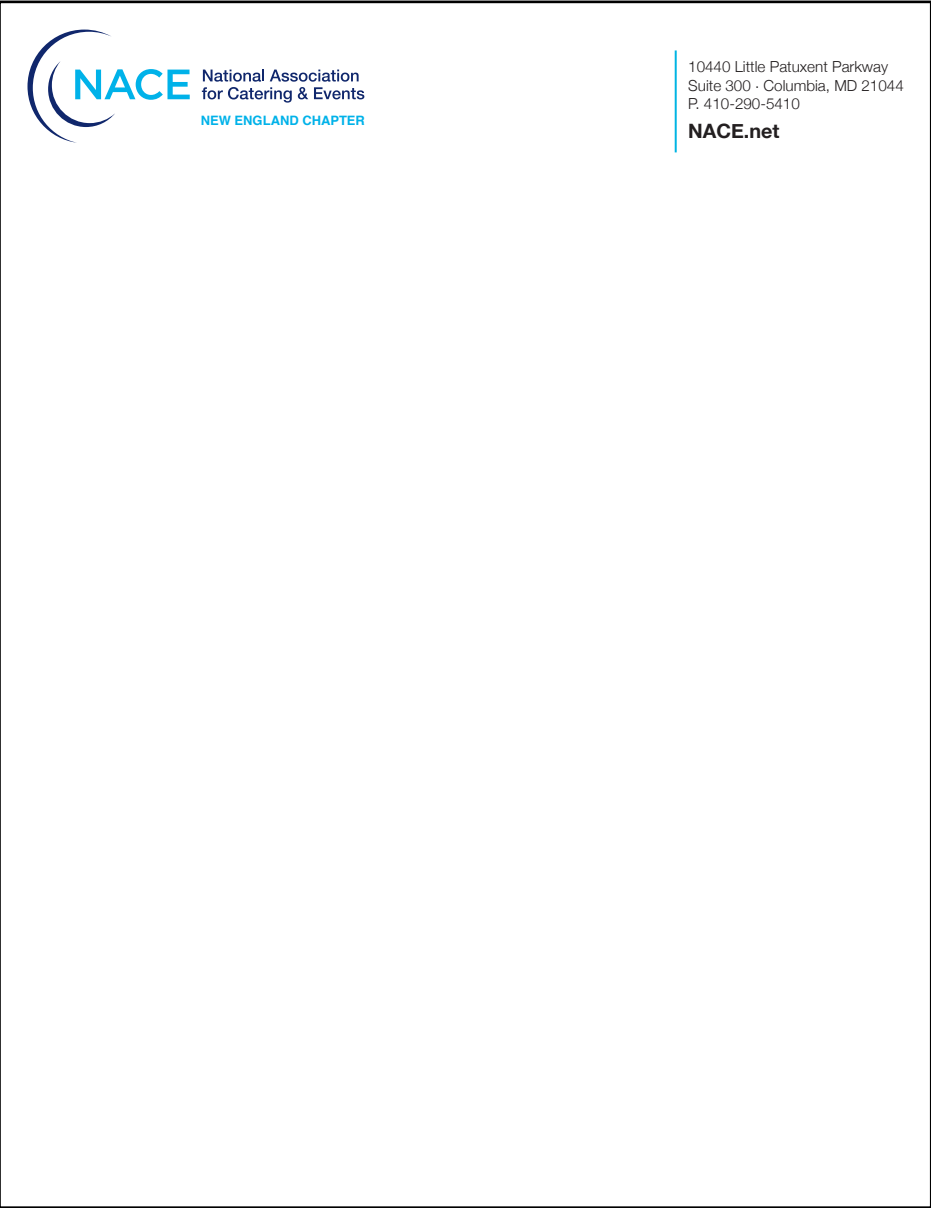placed on the left at .25" margin. Address on the right.

Address Line:

Mailing address is 10pt Helvetica Neue Light.

Web address is 13pt Helvetica Neue Bold.

Gray font color.

C:	70%
M:	67%
Y:	64%
K:	74%

NACE National Association for Catering & Events
NEW ENGLAND CHAPTER

10440 Little Patuxent Parkway
Suite 300 · Columbia, MD 21044
P. 410-290-5410
NACE.net

Business Cards

Please use the following specifications when creating
standard 3.5"x2" business cards.

Logo:

Use your chapter logo at 2.85"x.86" placed .375" from top margin,
centered on card, left to right.

Contact Information:

Address is 7.75pt Helvetica Neue Light. Email and website is
7.75pt Helvetica Neue Bold.

Same gray font color.

C:	70%
M:	67%
Y:	64%
K:	74%

Back of card:

Use the social media icons provided. Font size of 7pt, Helvetica
Neue Light and same gray font color for social media handle.

Light blue rule on all is .75pt light blue R 0, G 178, B 227.

NACE National Association for Catering & Events
NEW ENGLAND CHAPTER

ANNA SILVEIRA
Marketing & Technology Manager

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@nacenational
@nacenational
National Association for Catering and Events (NACE)
@nacenational
@nacenational
@nacenational

BRAND MESSAGING AND COMMUNICATIONS

Our brand identity is made up of several elements that come together to create a consistent and distinctive look and feel. Clear, thoughtful and inviting messaging will ensure our voice and visual identity are consistent throughout our community.

Personality
Thoughtful, Optimistic, Inviting, Insightful
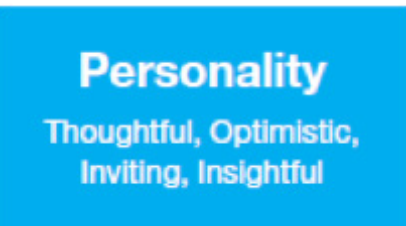
Our Brand Messaging

NACE is the premier destination for catering and event professionals of all backgrounds, specialties, and experience levels. Our members are a passionate and vibrant community of innovators, organizers, and creators who look to us for resources and networks that help them thrive. We provide education, certification and a network of resources for members in all segments of the catering and events industry.

Membership

Membership in NACE gives you access to a vibrant peer and business network, ongoing education, partner benefits and timely information on trends and innovative approaches that give you a competitive edge.

Key Messages:
1. NACE is focused on elevating our industry and our members, ensuring you have access to the tools, resources and connections you need to grow and thrive.
2. Through our ongoing educational and networking opportunities, you can be confident that you have your fingers on the pulse of trends and best practices.
3. NACE membership assures that you are recognized for your commitment to excellence in your industry.
4. With our 3,500 members and forty-two Chapters across the country, membership in NACE gives you access to a vibrant community that can accelerate your success.
5. NACE is continually enhancing its educational offering, resources and money-saving programs, enabling you to leverage our partnerships and community effectively.
6. Our membership rates are highly competitive and tailored to your career stage.

Certification

The Certified Professional in Catering and Events (CPCE) is a nationally recognized program and the mark of excellence for catering and event professionals. The recognition and opportunities that come with a CPCE designation empower you to fast-track your career or business.

Key Messages:
1. CPCE is the only professional certification focused exclusively on the business of catering and events.
2. Obtaining a CPCE designation shows your employer or clients that you have demonstrated experience and expertise, giving you a competitive advantage.
3. A CPCE designation establishes your expertise and is a clear signal of your professionalism and your commitment to best practices.
4. A CPCE designation makes you part of a growing, elite community of top catering and event professionals.
5. NACE's unique CPCE Concierge service guides you through the certification process, providing the guidance and encouragement you need.

6. NACE's partnership with the Events Industry Council gives you access to CMP co-education opportunities, including its leading-edge event sustainability program.

Education

NACE empowers catering and event professionals with the knowledge and skills they need to be successful and thrive in their career.

Key Messages:
1. NACE offers online and in-person education in core concepts that are the foundations of the catering and events industry.
2. Our education programs are developed and facilitated by industry experts who guide you through essential knowledge for catering and event success.
3. Our in-person local and national events allow you to connect with peers and learn from industry experts in a collaborative environment.