# NACDD Branding Tip Sheet
## Last updated: 2020

The NACDD brand is an important way that the Association presents its Mission, Vision, and culture. The Communications Department manages the brand for NACDD and has outlined the specific ways branding materials may and may not be used.

Defining the NACDD brand
- "A brand is a promise" that your organization or product will deliver on what it is expected to do.

- NACDD, as an organization, values professionalism, optimism, expertise in chronic disease prevention and health promotion, and being accessible to a variety of different partners and stakeholders. NACDD publicity materials should reflect these values.

- NACDD branding materials are creative elements that are used to finish a publicity document or video; such as the logo, official colors, fonts, and even the style and tone of the writing for a product.

How to use brand materials

- Logo: (view the NACDD Logo Policy) for more information on how to use the Logo.
    - Do NOT skew, shrink, expand, or otherwise modify the logo (see below for do's and don'ts on how to use the logo).

    - Give the logo a place of prominence in documents and videos – make sure it is easy to see and read.

    - When using the logo with other organization logos, put NACDD's logo first on NACDD documents (unless funder/grantor specifications state otherwise).

    - Special logo needs may be sent to the Communications Department for assistance.

- Colors:
    - Use only the official colors for NACDD (see below for Color Palette).

    - Be sure the colors match the official colors and are not estimates or guesses (in Microsoft applications, use the "More Colors" option to add in RGP or CYMKK values).

- Fonts:
    - Arial and Verdana are the two preferred NACDD fonts.
    - Use 12 pt. or 10 pt. font for regular text; avoid using larger than 36 pt. font text.
    - Avoid using Italics.

- Writing style and tone:
    - Use positive, patient-empowering language; avoid using words like "sufferers" or "victims".

    - Spell out the National Association of Chronic Disease Directors on first reference; shorten to the Association or NACDD on second reference. Do not use "the" NACDD. For possessive use, the Association's or NACDD's is preferred.

    - "Show" don't tell an audience why something is important with statistics, anecdotes, or
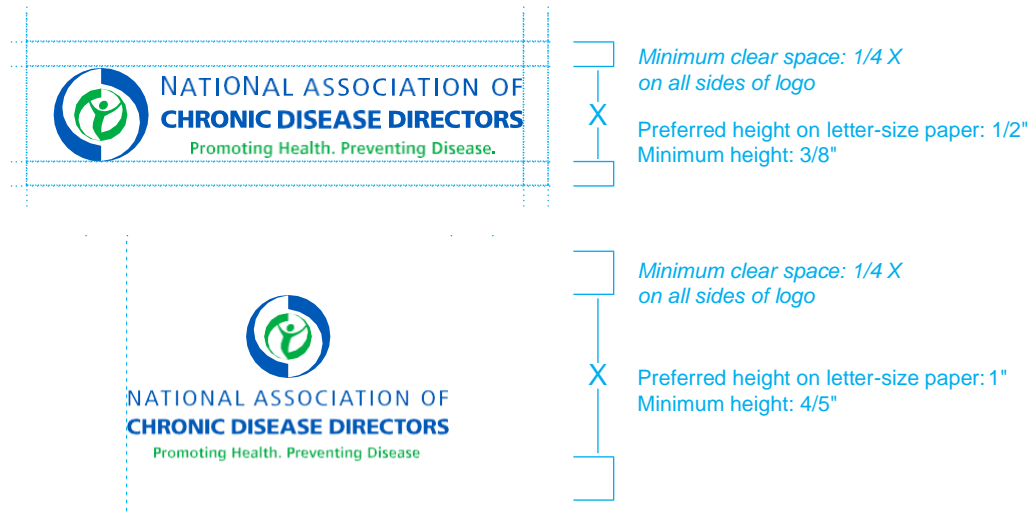
references to research findings.

Where to get more help

☐ Submit a [Communications Department Ticket Submission Form](#) to begin a new design project with the Communications Department.

☐ View the [Quick Start Style Guide](#) for more details to share with graphic designers and printers.

☐ Request a copy of the NACDD Writing Guide from the Communications department, [publications@chronicdisease.org](mailto:publications@chronicdisease.org).

# Logo standards

The NACDD logo must be used consistently in all printed and online materials. If you have questions about logo usage, please contact publications@chronicdisease.org.

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Either horizontal or vertical versions of the logo may be used. **Only** use original logo files as provided by Creative Services.

*Minimum clear space: 1/4 X on all sides of logo*

*Preferred height on letter-size paper: 1/2"
Minimum height: 3/8"*

*Minimum clear space: 1/4 X on all sides of logo*

*Preferred height on letter-size paper: 1"
Minimum height: 4/5"*

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Logo may be used in 2-color, black, greyscale, or white versions. **No other colors are acceptable.**

*2-color (Pantone) and 4-color (CMYK) versions available*

*For use only on black and white materials.*

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The logo must be used exactly as presented in provided logo files. The following examples are **NOT** acceptable uses.

*Do not alter the colors of the logo*

*Do not change the proportions of the logo elements*

*Do not use a low-quality logo; contact Creative Services for a new copy*

*Do not compress or extend the logo*

*Do not use the logo smaller than the recommended minimum height*

*Do not remove elements of the logo*
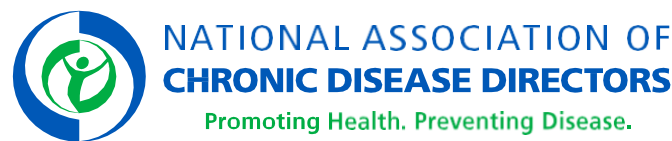
*Do not use different typography*

*Do not redraw the logo mark*

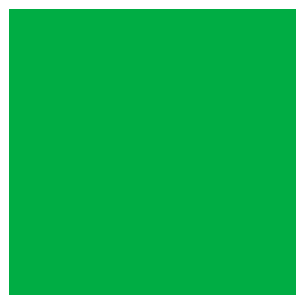*Do not use the name and tagline without the logo mark*

# Color Palette



## Primary colors

| | |
|---|---|
| PMS 2935C | PMS 354C |
| RGB 0 87 184 | RGB 0 177 64 |
| CMYK 100 52 0 0 | CMYK 81 0 92 0 |
| HEX 0057B8 | HEX 00B140 |

## Secondary color palette

| | | | | |
|---|---|---|---|---|
| PMS 199C | PMS 150C | PMS 430C | PMS 367C | PMS 7700C |
| RGB 213 0 50 | RGB 255 178 91 | RGB 124 135 142 | RGB 164 214 94 | RGB 22 92 125 |
| CMYK 0 100 72 0 | CMYK 0 41 78 0 | CMYK 33 18 13 40 | CMYK 41 0 68 0 | CMYK 84 17 0 57 |
| HEX D50032 | HEX FFB25B | HEX 7C878E | HEX A4D65E | HEX 165C7D |