Table of Contents

3 Introduction
   4 Vision and Mission

5 NGAUS Logo
   5 Corporate Symbol
   6 Variations
   8 Placement and Sizing
   9 Improper Use

10 Color Palettes
   10 Primary and Secondary
   11 Dark Hues and Shaded Hues
   12 Light Hues and Pastel Hues
   13 Pale Hues

14 Fonts
   14 Trebuchet
   15 Athelas

16 Typography Style
   17 Paragraphs, Lists and Headline Separators

18 Icons

19 Imagery
   20 Overlay

21 Editorial Style
   21 Military Ranks and Abbreviations
   22 Representative and Senator Titles
Introduction

The NGAUS Branding Guidelines have been designed to provide assistance to employees and partners in using the National Guard Association of the United States (NGAUS) name and logo in visual materials.

These guidelines were developed to reinforce the company name and identity and to help maintain a consistent visual message throughout all graphic items.

Branding is the process of creating a definitive image and distinct message to solidify an organization’s position within its market space. Proper branding creates a consistency and cohesiveness that reinforces the members’ and associates’ perception of the company and its products and services.

Therefore, these guidelines have been established to ensure uniformity in delivering the company’s message and to enable reinforcement of the brand in the marketplace. While it may be tempting to deviate from these guidelines, it is essential to follow them with consistency and accuracy. Any deviation from these guidelines will weaken the brand and defeat the process of brand and image building.
Introduction

Vision
To serve as America’s strongest advocate for promoting the highest levels of relevance, readiness, modernization and quality of life for our National Guard family.

Mission
A full strategic partner with our state associations and congressional delegations enabling effective communication of our message to continuously improve our relevance, readiness, modernization and quality of life; while promoting our rich militia heritage as the nation’s oldest military organization.
It is important to follow the guidelines in this manual to ensure that the corporate symbol is used accurately and is communicating the correct message.

The NGAUS Logo consists of the NGAUS Seal and the wordmark “NGAUS.” The NGAUS Seal may stand alone, but the “NGAUS” wordmark must always be accompanied by the seal.

The logo and seal should always remain at 100% transparency and the full logo or seal should always be shown. To cut any part of the logo or seal due to margins or paper edge destroys the integrity of the logo or seal.
NGAUS Logo

Variations

The Blue Logo is the preferred variation and should appear in most, if not all, NGAUS collateral created. When it is inappropriate to use the Blue Logo, as in the instance of a dark background, the White Logo may be used in its place. The Black and White Logo can be used when color printing is not an option. The Gold Logo is used in special circumstances and approval must be received before use. Please email membership@ngaus.org to use.
NGAUS Logo

Variations

Other variations include the Corporate member logo and seal and the Board of Directors logo.
NGAUS Logo

Placement and Sizing

There must be sufficient space around the logo to make it stand apart from other visual elements. Text, headlines, photographs or illustrations should never be closer to the logo than the crossbar in the “G” of NGAUS.

The logo should never be smaller than one and a half inches wide in order to keep the seal recognizable and to preserve readability in the logo. When using the logo for very large printed pieces, the vector version of the logo must be used to avoid pixel distortion.

Logo Minimum Length
Print: 1.5 inches/38 mm
Digital: 108 px

Seal Minimum Length
Print: 0.75 inches/19 mm
Digital: 54 px
NGAUS Logo

Improper Use

The NGAUS logo should never be distorted or stretched. Placing the logo over faces or on a busy background is not permitted. The logo should only be placed on a solid background. When choosing a background, the color should not clash with the logo. The logo cannot be changed in any way. No text, images or shapes should ever be placed over the logo.
## Color Palettes

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>NGAUS Blue</td>
<td>100, 85, 33, 22</td>
<td>26, 56, 102</td>
<td>#1a3866</td>
<td>534C</td>
</tr>
<tr>
<td>NGAUS Red</td>
<td>0, 91, 72, 23</td>
<td>191, 47, 56</td>
<td>#bf2f38</td>
<td>7620C</td>
</tr>
<tr>
<td>NGAUS Gold</td>
<td>0, 24, 100, 40</td>
<td>167, 130, 3</td>
<td>#a78203</td>
<td>32C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Olive Green</td>
<td>60, 37, 84, 27</td>
<td>94, 110, 63</td>
<td>#5e6e3f</td>
</tr>
<tr>
<td>Eminence</td>
<td>79, 100, 22, 16</td>
<td>84, 37, 107</td>
<td>#54256b</td>
</tr>
<tr>
<td>Tan</td>
<td>1, 10, 32, 16</td>
<td>216, 196, 157</td>
<td>#d8c49d</td>
</tr>
<tr>
<td>True Blue</td>
<td>81, 60, 2, 0</td>
<td>64, 106, 175</td>
<td>#406aaf</td>
</tr>
<tr>
<td>Gray</td>
<td>56, 43, 39, 6</td>
<td>121, 128, 135</td>
<td>#798087</td>
</tr>
</tbody>
</table>
# Color Palettes

## Dark Hues

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oxford Blue</td>
<td>90, 78, 53, 64</td>
<td>17, 30, 8</td>
<td>#111e30</td>
</tr>
<tr>
<td>Claret</td>
<td>36, 95, 70, 47</td>
<td>105, 23, 41</td>
<td>#691729</td>
</tr>
<tr>
<td>Field Drab</td>
<td>50, 58, 97, 44</td>
<td>91, 72, 31</td>
<td>#5b481f</td>
</tr>
<tr>
<td>Pine Tree</td>
<td>68, 54, 85, 63</td>
<td>46, 53, 29</td>
<td>#2e351d</td>
</tr>
<tr>
<td>Russian Violet</td>
<td>83, 94, 42, 51</td>
<td>47, 22, 62</td>
<td>#2f163e</td>
</tr>
<tr>
<td>Onyx</td>
<td>71, 61, 57, 45</td>
<td>61, 65, 68</td>
<td>#3d4144</td>
</tr>
</tbody>
</table>

## Shaded Hues

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indigo Dye</td>
<td>98, 80, 29, 15</td>
<td>31, 66, 113</td>
<td>#1f4271</td>
</tr>
<tr>
<td>Vivid Burgundy</td>
<td>26, 97, 75, 21</td>
<td>155, 36, 55</td>
<td>#9b2437</td>
</tr>
<tr>
<td>Bistre Brown</td>
<td>39, 49, 95, 19</td>
<td>142, 112, 48</td>
<td>#8e7030</td>
</tr>
<tr>
<td>Army Green</td>
<td>64, 47, 88, 40</td>
<td>75, 84, 47</td>
<td>#4b542f</td>
</tr>
<tr>
<td>Violet</td>
<td>83, 100, 34, 29</td>
<td>67, 30, 86</td>
<td>#431e56</td>
</tr>
<tr>
<td>Black Coral</td>
<td>66, 52, 48, 20</td>
<td>91, 100, 105</td>
<td>#5b6469</td>
</tr>
</tbody>
</table>
## Color Palettes

### Light Hues

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paradise Pink</td>
<td>8, 84, 56, 0</td>
<td>221, 79, 94</td>
<td>#dd4f5e</td>
</tr>
<tr>
<td>Golden</td>
<td>10, 22, 44, 0</td>
<td>229, 197, 151</td>
<td>#e5c597</td>
</tr>
<tr>
<td>Citron</td>
<td>47, 22, 93, 2</td>
<td>147, 165, 69</td>
<td>#93a545</td>
</tr>
<tr>
<td>Royal Purple</td>
<td>59, 87, 0, 0</td>
<td>128, 67, 159</td>
<td>#80439f</td>
</tr>
<tr>
<td>Haze</td>
<td>29, 21, 19, 0</td>
<td>182, 186, 191</td>
<td>#b6babf</td>
</tr>
</tbody>
</table>

### Pastel Hues

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light Steel Blue</td>
<td>27, 14, 2, 0</td>
<td>183, 202, 228</td>
<td>#b7cae4</td>
</tr>
<tr>
<td>Orchid Pink</td>
<td>2, 31, 12, 0</td>
<td>242, 187, 194</td>
<td>#f2bbc2</td>
</tr>
<tr>
<td>Lemon Meringue</td>
<td>0, 4, 24, 0</td>
<td>255, 240, 201</td>
<td>#fff0c9</td>
</tr>
<tr>
<td>Pale Spring Bud</td>
<td>16, 6, 32, 0</td>
<td>214, 220, 183</td>
<td>#d6dcb7</td>
</tr>
<tr>
<td>Thistle</td>
<td>18, 27, 0, 0</td>
<td>205, 184, 217</td>
<td>#cdb8d9</td>
</tr>
<tr>
<td>Light Gray</td>
<td>18, 13, 12, 0</td>
<td>205, 209, 212</td>
<td>#cdd1d4</td>
</tr>
</tbody>
</table>
## Color Palettes

### Pale Hues

<table>
<thead>
<tr>
<th>Name</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice Blue</td>
<td>8, 3, 1, 0</td>
<td>230, 237, 245</td>
<td>#e6edf5</td>
</tr>
<tr>
<td>Lavender Blush</td>
<td>0, 11, 2, 0</td>
<td>251, 230, 234</td>
<td>#fbe6ea</td>
</tr>
<tr>
<td>Ivory</td>
<td>4, 1, 10, 0</td>
<td>241, 244, 230</td>
<td>#f1f4e6</td>
</tr>
<tr>
<td>Magnolia</td>
<td>5, 9, 0, 0</td>
<td>237, 230, 241</td>
<td>#ede6f1</td>
</tr>
<tr>
<td>Cultured</td>
<td>5, 2, 3, 0</td>
<td>238, 241, 242</td>
<td>#eef1f2</td>
</tr>
</tbody>
</table>
Sans serif typefaces convey modernity and clarity. With its various styles, Trebuchet provides wide usability for communications projects, including digital applications.

Fonts that can be used in place of Trebuchet include Proxima Nova or Roboto.
Fonts

Athelas

Serif typefaces provide a classic appearance and high legibility. Athelas forms are an amalgamation of modern, machine-like shapes and hand penmanship.

Fonts that can be used in place of Athelas include Adobe Garamond Pro or Times New Roman.

Regular
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic
ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
## Typography Style

<table>
<thead>
<tr>
<th>Style Name</th>
<th>Font Style</th>
<th>Point Size</th>
<th>Use</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Large Header</td>
<td>Bold</td>
<td>36</td>
<td>Document Header, Section Header, Web Page Header, Powerpoint Slide Header</td>
<td>⬤ ⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Large Header</td>
<td>Bold</td>
<td>26</td>
<td>Subheader, Subsection Header, Web Page Subheader, Web Page Call to Action Header</td>
<td>⬤ ⬤ ⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Medium Header</td>
<td>Regular</td>
<td>24</td>
<td>Powerpoint Body Text</td>
<td>⬤ ⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Moderate Header</td>
<td>Bold</td>
<td>18</td>
<td></td>
<td>⬤ ⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Small Header</td>
<td>Regular</td>
<td>18</td>
<td></td>
<td>⬤ ⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Tiny Header</td>
<td>Bold</td>
<td>15</td>
<td></td>
<td>⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Paragraph Body</td>
<td>Regular</td>
<td>12</td>
<td>Document Body Text</td>
<td>⬤ ⬤ ⬤</td>
</tr>
<tr>
<td>Captions</td>
<td>Regular</td>
<td>9</td>
<td>Document Photo Caption</td>
<td>⬤ ⬤ ⬤</td>
</tr>
</tbody>
</table>


Lists

- Here is an ordered list
- With three items
- As an example

1. Here is an unordered list
2. With three items
3. As an example

Headline Separator

Colors

<table>
<thead>
<tr>
<th>Length</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>27px</td>
<td>1.5pt</td>
</tr>
<tr>
<td>38px</td>
<td>3pt</td>
</tr>
<tr>
<td>47px</td>
<td>5pt</td>
</tr>
</tbody>
</table>
Icons
Imagery
Imagery

Overlay

Full Color Overlay
- NGAUS approved color swatches only
- Opacity must be between 15% and 30%
- Text can overlay if it does not block the subject of the photo

Fade Overlay
- NGAUS approved color swatches only
- Text can overlay if it does not block the subject of the photo
Videos

Specifications

In order to keep a consistent brand across all NGAUS videos a small water mark containing the word “NGAUS” is displayed in the bottom right corner of the screen. Acceptable fonts for the word “NGAUS” are Futura PT Medium or Gotham Bold.

Specifications

FACEBOOK FEED VIDEO:
Recommended resolution: 1280 x 720 pixels
Minimum width: 600 pixels
Supported aspect ratios: 16:9 (horizontal), 9:16 (full portrait), 2:3 (vertical), 4:5 (vertical), square (1:1)

FACEBOOK VIDEO ADS:
Recommended resolution: 1280 x 720
Minimum dimensions 600 x 315 (1.9:1 landscape) or 600 x 600 (1:1 square).
Minimum size, landscape video: 600 x 315 pixels (1.9:1 aspect ratio)
Minimum size, square video: 600 x 600 pixels (1:1 aspect ratio)

TWITTER VIDEOS
Landscape recommended resolution: 1280 x 720
Portrait recommended resolution: 640 x 640
Editorial Style

Military Rank Abbreviations

Capitalize a military rank when used as a formal title before an individual’s name.

NGAUS publications adhere to AP Style, with the exception of capitalizing the word Guardsmen in all references.

Commissioned Officers
Army and Air Force
- general - Gen.
- lieutenant general - Lt. Gen.
- major general - Maj. Gen.
- brigadier general - Brig. Gen.
- colonel - Col.
- lieutenant colonel - Lt. Col.
- major - Maj.
- captain - Capt.
- first lieutenant - 1st Lt.
- second lieutenant - 2nd Lt.

Air Enlisted Designations
- chief master sergeant - Chief Master Sgt. of the Air Force
- chief master sergeant - Chief Master Sgt.
- senior master sergeant - Senior Master Sgt.
- master sergeant - Master Sgt.
- technical sergeant - Tech Sgt.
- staff sergeant - Staff Sgt.
- senior airman - Senior Airman
- airman first class - Airman 1st Class
- airman - Airman
- airman basic - Airman

Army Enlisted Personnel
- sergeant major of the Army - Sgt. Maj. of the Army
- command sergeant major - Command Sgt. Maj.
- sergeant major - Sgt. Maj.
- first sergeant - 1st Sgt.
- master sergeant - Master Sgt.
- sergeant first class - Sgt. 1st Class
- staff sergeant - Staff Sgt.
- sergeant - Sgt.
- corporal - Cpl.
- specialist - Spc.
- private first class - Pfc.
- private - Pvt.

Warrant Officers
- Chief Warrant Officer five (CW5) - Chief Warrant Officer 5
- Chief Warrant Officer four (CW4) - Chief Warrant Officer 4
- Chief Warrant Officer three (CW3) - Chief Warrant Officer 3
- Chief Warrant Officer two (CW2) - Chief Warrant Officer 2
- Warrant officer (W01) - Warrant Officer
Representative and Senator Titles

When writing about someone in either of these positions, the best practice is to include not only an abbreviation of their position before their name, but also their political party and the state they represent.

State Abbreviations: These must follow the AP Stylebook. Two letter postal code abbreviations may only be used with a full address and ZIP code.

NGAUS publications follow the AP Stylebook for grammatical consistency.

Example:

State Abbreviations

Ala. - Alabama
Ariz. - Arizona
Ark. - Arkansas
Calif. - California
Colo. - Colorado
Conn. - Connecticut
D.C. - District of Columbia
Del. - Delaware
Fla. - Florida
Ga. - Georgia
Hawaii - Hawaii
Ill. - Illinois
Ind. - Indiana
Iowa - Iowa
Kan. - Kansas
La. - Louisiana
Md. - Maryland
Mass. - Massachusetts
Mich. - Michigan
Minn. - Minnesota
Miss. - Mississippi
Mo. - Missouri
Mont. - Montana
Neb. - Nebraska
Nev. - Nevada
N.H. - New Hampshire
N.J. - New Jersey
N.M. - New Mexico
N.Y. - New York
N.C. - North Carolina
N.D. - North Dakota
Ohio - Ohio
Okla. - Oklahoma
Ore. - Oregon
Pa. - Pennsylvania
R.I. - Rhode Island
S.C. - South Carolina
S.D. - South Dakota
Tenn. - Tennessee
Texas - Texas
Vt. - Vermont
Va. - Virginia
Wash. - Washington
W.Va. - West Virginia
Wis. - Wisconsin
Wyo. - Wyoming
For questions about this style guide or any of its content, please contact the NGAUS Membership & Marketing Department at membership@ngaus.org.