NGAUS Branding Guidelines

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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.

NGAUS Logo

Corporate Symbol

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

NGAUS 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.

Blue Logo

White Logo

Black and White Logo

Gold Logo

NGAUS Logo

Variations

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


Corporate Member Logo

Corporate Member Seal

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.

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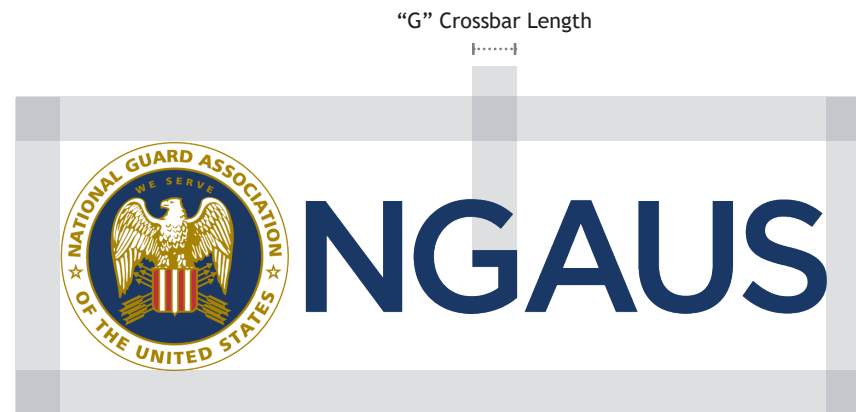
Logo Minimum Length
Print: 1.5 inches/38 mm
Digital: 108 px

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

Primary

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

Secondary

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

Color Palettes

Dark Hues

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

Shaded Hues

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

Color Palettes

Light Hues

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

Pastel Hues

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

Color Palettes

Pale Hues

Name	CMYK	RGB	HEX
Alice Blue	8, 3, 1, 0	230, 237, 245	#e6edf5
Lavender Blush	0, 11, 2, 0	251, 230, 234	#fbe6ea
Ivory	4, 1, 10, 0	241, 244, 230	#f1f4e6
Magnolia	5, 9, 0, 0	237, 230, 241	#ede6f1
Cultured	5, 2, 3, 0	238, 241, 242	#eef1f2

Fonts

Aa

Trebuchet

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.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fonts

Aa
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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography Style

Style Name	Font Style	Point Size	Use	Colors
# Very Large Header	**Bold**	**36**	Document Header, Section Header, Web Page Header, Powerpoint Slide Header	●●○●
Large Header	**Bold**	**26**	Subheader, Subsection Header, Web Page Subheader, Web Page Call to Action Header	●●○● ●●
Medium Header	Regular	24	Powerpoint Body Text	●●○●
Moderate Header	**Bold**	**18**		●●○●
Small Header	Regular	18		●●○●
Tiny Header	**Bold**	**15**		●●○
Paragraph Body	Regular	12	Document Body Text	●●○
Captions	Regular	9	Document Photo Caption	●●○

Typography Style

Paragraphs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus massa quam, aliquet sed massa ut, viverra dignissim dui. Phasellus vehicula quam et ultricies pharetra. Nunc hendrerit odio tortor, non dictum enim condimentum sed. Sed congue sodales laoreet. In elementum, dui vel venenatis auctor, ex mauris tempus purus, quis fermentum lacus mi tellus.

Cras sollicitudin accumsan suscipit. Nulla commodo vehicula rutrum. Quisque rhoncus, ante posuere facilisis efficitur, elit purus maximus eros, ut lacinia enim orci vitae justo. Aenean rhoncus tellus ac porta condimentum. Sed ornare dolor vitae sem tincidunt, quis convallis tellus aliquet.

Leading: 18pt

Paragraph Spacing: 9pt / 0.125in

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

Length: 27px / 0.375in
Weight: 1.5pt

Length: 38px / 0.5in
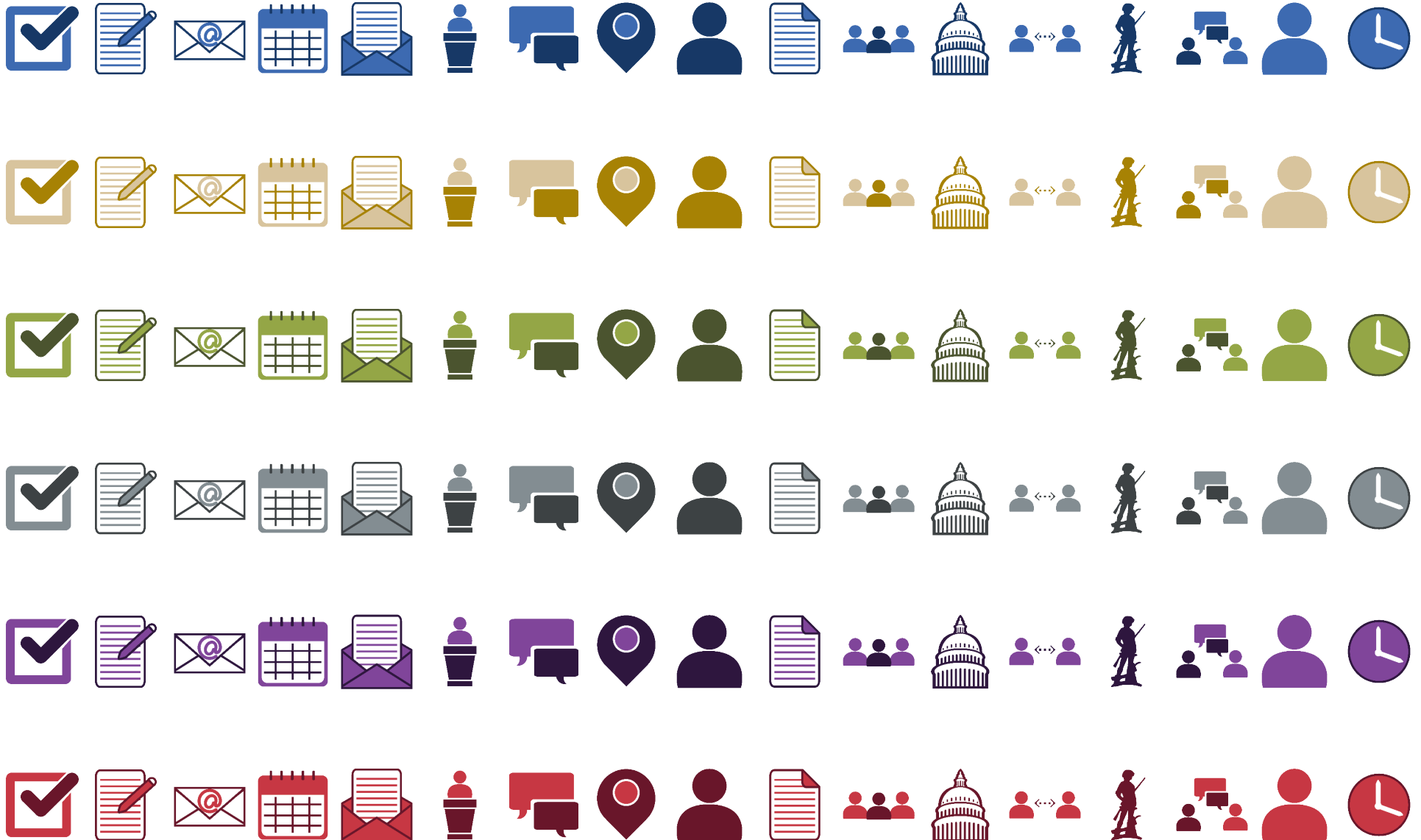Weight: 3pt

Length: 47px / 0.65in
Weight: 5pt

Colors

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.
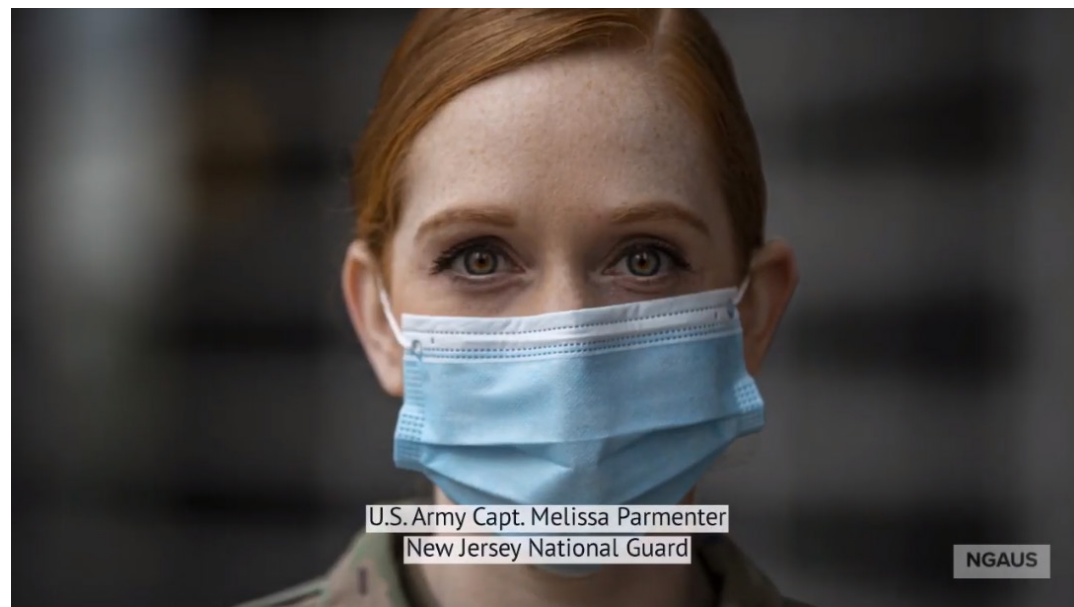
Specifications

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.

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

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   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.

Editorial Style

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:

Rep. Don Bacon, R-Neb.
Sen. Elizabeth Warren, D-Mass.

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

www.ngaus.org

For questions about this style guide or any of its content, please contact the NGAUS Membership & Marketing Department at **membership@ngaus.org.**