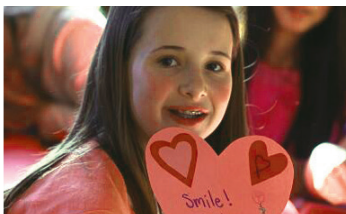




National Charity League, Inc.®



Color Palette

These are the ONLY colors to be used for National Charity League, Inc. and its affiliated Chapters. This palette is to be used as foundational color such as for graphics, backgrounds and typography.

Tints












Brand colors may be used as tints (as shown) in percentages ranging from 10% to 90%.

Gold Exception

Metallic gold or gold foil may be used for items commemorating special events or occasions.

Logo Color Usage

Black, midnight blue and gold are the ONLY allowable colors for the logo, logotype and icon. It should reverse to white ONLY when placed on a dark background.

BLACK		PROCESS C 0% M 0% Y 0% K 100%	PMS Black	RGB R 0 G 0 B 0	HEX# 000000	TINTS 
MIDNIGHT BLUE		PROCESS C 100% M 79% Y 0% K 28%	PMS 2757 C	RGB R 0 G 0 B 102	HEX# 000066	TINTS 
WHITE		PROCESS C 0% M 0% Y 0% K 0%	PMS	RGB R 255 G 255 B 255	HEX# ffffff	
PETAL PINK		PROCESS C 16% M 75% Y 1% K 0%	PMS 674 C	RGB R 204 G 102 B 153	HEX# cc6699	TINTS 
COOL GRAY		PROCESS C 0% M 0% Y 0% K 65%	PMS Cool Grey 9	RGB R 119 G 119 B 119	HEX# 777777	TINTS 
METALLIC GOLD		PMS 872				TINTS 

Logotype

“National Charity League, Inc.” is referred to as the “logotype.” The logotype font is Coventry Script. This font is never to be used for other text as it diminishes the uniqueness and integrity of the logotype. It should never appear with other script or italic fonts in close proximity to it.

National Charity League, Inc.®

Icon

The NCL, Inc. three-letter script configuration is called the “icon.” The icon usually appears with the Coventry Script logotype. If the icon is used separately from the logotype, the logotype must appear within close visual proximity to the icon. This is because the icon alone does not identify National Charity League, Inc. Jewelry is the only item where the icon can be used without the logotype. When appearing alone, the icon should always have a registered trademark (®) as shown.



Logo

The “logo” consists of the “icon and logotype.” It should only be represented in these vertical or horizontal formats. It may only be shown in midnight blue or black on a light background or in white on a dark background.



National Charity League, Inc.®



National Charity League, Inc.®

Logo with Tagline

The tagline “Mothers and Daughters Serving Communities Together” must be used exactly as shown when used with the logo. The tagline may also be used as a headline or subhead separately from the logotype, icon and logo, but must always appear in the approved color palette and fonts Arial and/or Georgia.



National Charity League, Inc.®

MOTHERS AND DAUGHTERS SERVING COMMUNITIES TOGETHER



National Charity League, Inc.®

MOTHERS AND DAUGHTERS SERVING COMMUNITIES TOGETHER

When used consistently, fonts establish a uniform identity. The following are the only fonts approved for all digital and print use.

Primary Font

Arial is the primary font. A variety of font weights (bold, regular, medium, light, italic) are shown to use when designing digital or printed material.

PRIMARY FONT

Arial Light (print only)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular (online and print)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial Medium (print only)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold (online and print)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial Light Italic (print only)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic (online and print)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Arial Medium Italic (print only)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Secondary Font

Georgia is the secondary font. Georgia Regular is the preferred weight to use in most circumstances. Bold may be used for signs and posters for maximum legibility.

Italics

Italics may be used for quotations, factoids or sidebars. Use italics sparingly and away from logo elements containing the Coventry Script font.

SECONDARY FONT

Georgia Regular (online and print)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold (online and print)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Italic (online and print)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

Font Priority

Heavier font weights are best used to capture the eye in headings. Use medium font weights for subheads and short captions. Use the lighter weights for body copy to make copy easier to read.

Font Size

Text should be set in either an all even or all odd point size, and must vary by at least 2 points in size between the body text, subheadings and headlines.

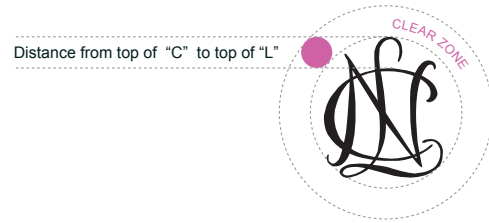
Text

Text should be set flush left (not justified) as shown. Text can only be centered for cover designs, invitations and announcements. Reduce hyphen usage at the end of paragraph lines and eliminate one word hanging on a line by itself. Place all punctuation before legal symbols.

Heading	36 PT	WE BELIEVE IN
Subheading	20 PT	Integrity and Excellence in All Actions.
Section Heading	14 PT	We honor the mother-daughter bond by learning and growing together.
Body Text	10 PT	National Charity League, Inc. (NCL, Inc.) is committed to the development of mothers and daughters as leaders and is dedicated to improving local communities through hands-on volunteerism. <ul style="list-style-type: none">• Empowering women with the skills and confidence to lead• Nurturing through mentorship• Inspiring a legacy of social awareness and compassion• Providing depth of support in local communities
Quote Text	12 PT	<i>“It’s great being part of an organization that helps so many - sometimes in unexpected ways!”</i>

Clear Zone

No words or images shall crowd, overlap or merge with the clear zone. A minimum clear zone equal to at least the height of a "t" (from National Charity League, Inc. logotype) should always appear around the logo on all four sides. Icon minimum clear zone is equal to at least the distance from top of "C" to top of "L." Nothing should impede into this space.



Height of "t"



Height of "t"



Minimum Size Requirement

The logo elements shall never be distorted, extended or compressed in any way and may never appear smaller than these sizes:

Icon
1/4" wide

Logotype
1.5" wide

Vertical Logo
(with & without tagline)
1.5" wide

Horizontal Logo
(with & without tagline)
2" wide



Logotype with Chapter Name

The Chapter Name when used with the logotype must be used as shown (see requirements below).

National Charity League, Inc.®
SAN RAFAEL MISSION BELLES CHAPTER

Logo with Chapter Name

The Chapter Name when used with the logo must appear as shown (see requirements below). The Chapter Name may also be used separately from the logotype, icon and logo, but must always appear in the approved color palette and fonts Arial or Georgia.


National Charity League, Inc.®
SAN RAFAEL MISSION BELLES CHAPTER

Note: For minimum size requirements see page 7.

 *National Charity League, Inc.*®
SAN RAFAEL MISSION BELLES CHAPTER

Logo with Chapter Name Font Size and Spacing Requirements

The Chapter Name when used with the logo must appear in Arial Bold at a height matching that of the lowercase “r” (from National Charity League, Inc. logotype). It also must be centered under the logotype at a distance equal to that of the lowercase “r” as shown.

Lowercase “r” Height  *National Charity League, Inc.*®
SAN RAFAEL MISSION BELLES CHAPTER

Clear Zone

No words or images shall crowd, overlap or merge with the clear zone. A minimum clear zone equal to at least the height of a “t” (from National Charity League, Inc. logotype) should always appear around the logo on all four sides. Nothing should impede into this space.


National Charity League, Inc.®
SAN RAFAEL MISSION BELLES CHAPTER

 *National Charity League, Inc.*®
SAN RAFAEL MISSION BELLES CHAPTER

Height of “t”  *National Charity League, Inc.*®
SAN RAFAEL MISSION BELLES CHAPTER

Examples of designs that follow brand guidelines.

Black Tee

This shows the NCL, Inc. icon separated from the logotype, yet both are within close visual proximity of one another.

Midnight Blue Tee

This shows how the tagline may be creatively applied using approved fonts. The logotype is within close proximity of the icon.

Light Tone Midnight Blue Tee

This shows the logo with Chapter name and tagline applied.





Cool Gray Tee

This shows how a Chapter name may be applied. Though the icon is not attached to the logo, it is within close visual proximity.



Petal Pink Tee

This shows how a graphic may be added with respect to the icon and logotype clear zone.



Light Tone Petal Pink Tee

Icon is okay to use as art as long as the logotype appears in close proximity.