



**Nevada  
Community Action  
Association**

# **Brand Guidelines.**

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Nevada Community Action Association's identity has been developed to encapsulate warmth, hope, and humanity, while also visualizing the letter "N."

Nevada Community Action Association's (NCAA) mission is to empower Community Action Agencies in their goal to eliminate poverty. NCAA's new brand identity better communicates the mission of the association by placing two hands coming together to visualize community while creating an 'N' for Nevada within the negative space of the hands.



# Nevada Community Action Association

# Identity Color Options

**Black Emerald One Color Logo** - This logo is meant to be used for one-color screen printed marketing materials as well as small print areas, as it is the easiest to read.

**Two Color Logo for Light Backgrounds** - This logo is meant to be used for most marketing pieces and will serve as the main logo variation.

**Two Color Logo for Dark Backgrounds** - This logo is meant to be used on dark backgrounds and dark photo backgrounds as it provides the most contrast.

**Two Color Logo for Colored Backgrounds** - This logo is meant to be used on solid colored backgrounds. The background color should always be the brand colors.



Black Emerald One Color Logo



Two Color Logo For Light Backgrounds



Two Color Logo For Dark Backgrounds

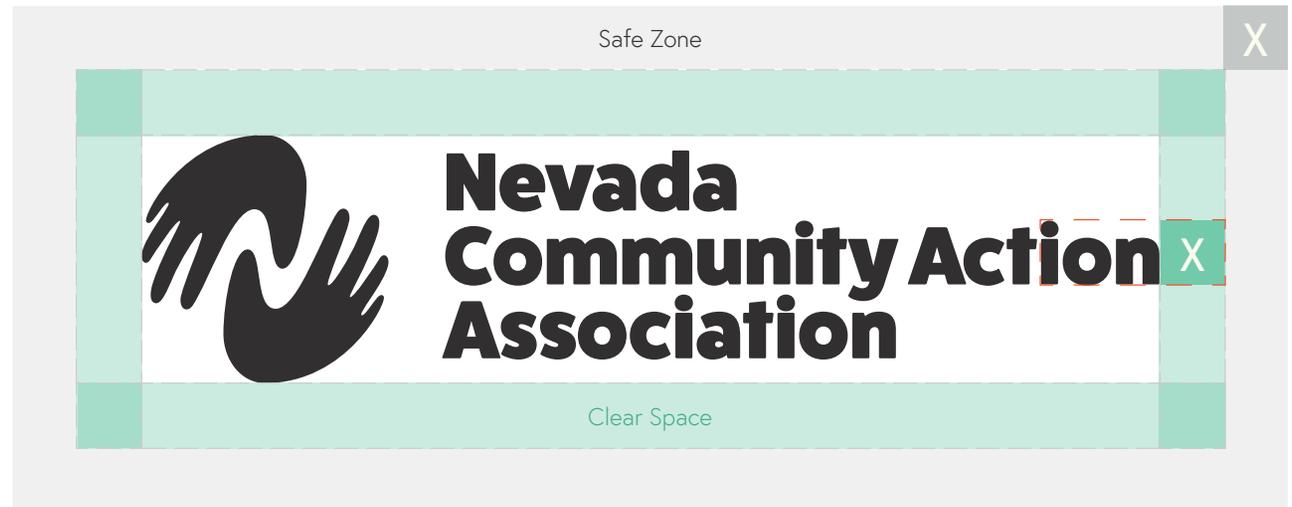


Two Color Logo For Colored Backgrounds

# Identity Clear Space

The gray area indicates the **Safe Zone**. Other graphical and visual elements can be placed outside of the gray area safely.

The green area indicates **Identity Clear Space**. The minimum required clear space is defined by 'X' (equal to the height of the 'i' in the logo). The width is equal to the height.



# Minimum Sizing

To protect the legibility of the brand identity, the recommended minimum size should not be less than **0.375 (3/8") inches** for print and **40 pixels** for web.

Minimum sizing requirements are meant for each color option presented on page 4.



**Nevada  
Community Action  
Association**

1"



**Nevada  
Community Action  
Association**

0.75"



**Nevada  
Community Action  
Association**

0.5"



**Nevada  
Community Action  
Association**

0.375"

All elements on this page and through out this document are available to use on social posts, marketing materials and other digital campaigns.

The design elements should include only the brand colors and be more hand-drawn/organic in feel.

Photography should include Nevada communities as well imagery of people enjoying their time with others. The photography shouldn't collide with the brand colors, but be more neutral in tone.



Social Media Profile Photo and Brand Icon



Filler Design Elements



Line Break Element



Photo Treatment Options



# Color

The primary colors of the brand are Silver Tree (Green) and Black Emerald (Very Dark Green).

The secondary colors of the brand are Orangeade (Red Orange) and Ivory (Green Cream).

The color usage percentage guide indicates how often each color should be used.

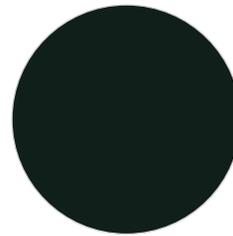
## Brand Colors

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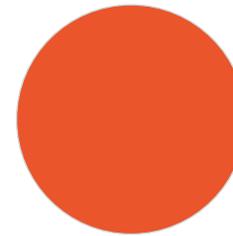
### SILVER TREE

CMYK: 64 0 53 0  
RGB: 88 191 151  
HEX: #58BF97



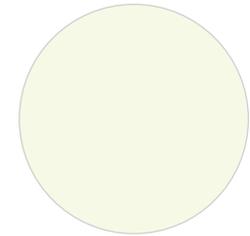
### BLACK EMERALD

CMYK: 78 60 70 76  
RGB: 18 33 27  
HEX: #12211B



### ORANGEADE

CMYK: 64 0 53 0  
RGB: 232 87 43  
HEX: #E8572B



### IVORY

CMYK: 3 81 95 0  
RGB: 247 249 228  
HEX: #F7F9E4

## Color Usage Percentage

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## RNS Camelia Bold - Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Bergen Text Regular - Subhead

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## RNS Camelia Black - Decorative Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Europa Light - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Headline Example

### SUB HEAD

Example paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea.

Commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.