



NCAT
NATIONAL CENTER FOR
APPROPRIATE TECHNOLOGY

Logo Standards Guideline

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NURTURING THE BRAND

THE FOLLOWING GRAPHIC STANDARDS ARE DESIRABLE WHEN USING OUR LOGO

These are the official graphics to use when identifying NCAT.



Logo Mark



Logotype



Combination Logo

To ensure consistency in all promotional products, this *Logo Standards Guideline* will explain how to properly use the NCAT logo. All rules applied to the NCAT logo will also apply to its subsidiaries.

Please refer to this guide to ensure compliance on all print and broadcast media, as well as outdoor, collateral material, direct mail and all other advertising projects. If you have questions concerning logo usage, please contact NCAT.

Thank you for helping to further promote NCAT's brand image.

LOGO GUIDELINES

The term “logo” refers to the combination of the logo mark (or symbol) and the logotype (or words).

The symbol and the words “NCAT National Center For Appropriate Technology” make up the logo and are the primary elements of the NCAT brand.

The relationship of the symbol to the logotype must not be altered in any way.



CORRECT USAGE

SYMBOL & LOGOTYPE

Approved uses of the NCAT symbol and logotype include: the combined logo, the logo mark by itself, and the logotype by itself.



Combined Logo



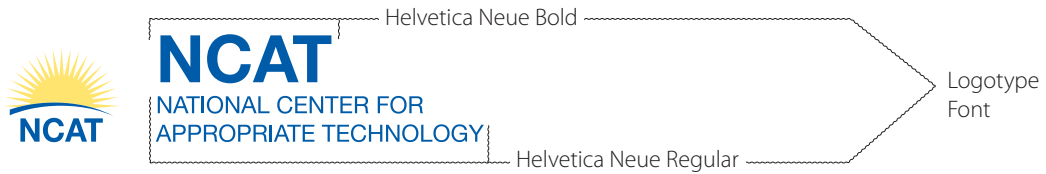
Logo Mark



Logotype

LOGO AND LOGOTYPE FONT

The NCAT logo mark, logotype and combination logo must always be displayed using the Helvetica Neue font in all capital letters. The capital letters NCAT should be displayed in the Helvetica Neue Bold. The words National Center for Appropriate Technology should be displayed in Helvetica Neue Regular, in all capital letters.



CORRECT USAGE

MINIMUM SIZE

Each collateral piece is different, but the logo should always be sized for optimum legibility. 1 1/2" wide is the preferred minimum size for most collateral and print advertising. However, if the design doesn't allow this proportion, the typography must never, in any instance, fall below 1" wide.



Any usage of the combination logo smaller than 1" wide must be pre approved by NCAT.

CLEAR SPACE

The logo must have sufficient clear space around it. Whenever possible the logo should be positioned with the specified minimum distance shown in figure 3.1 for optimum visibility and consistency.

4

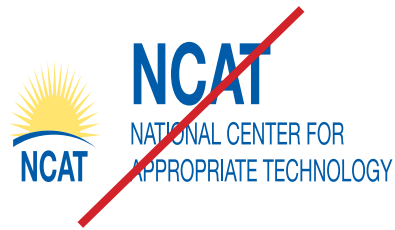
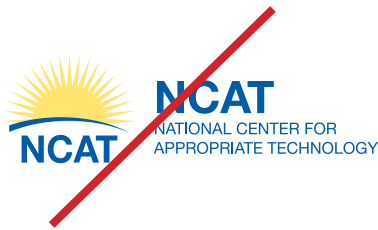


Fig. 3.1

CORRECT USAGE

INCORRECT USAGE

NCAT will happily provide you with the correct digital file format of our logo. Every logo is a complete, single piece of electronic art; the individual elements that make up a logo should never be resized or moved independent of one another. Likewise, the logo should never be stretched or distorted in any manner. Always refer to the original artwork supplied.



PLACEMENT

The logo should always be positioned in a prominent area. The logo should always stand apart from its surroundings (text, graphics, visual elements, etc.). A distance of at least the X-height of the logotype in proportion to the selected size of the logo must be maintained (see figure 3.1).

The logo should not be placed on photos, but may be made into a "negative" image and placed on a color from the color palette. Make sure the proper logo is used in every application.



COLOR GUIDELINES

SPOT-COLOR

When using the logo in two-color, spot-color, or printing applications, use only the Adobe Illustrator EPS files provided. The Adobe Photoshop TIFF (or PSD) files should not be used in two-color process printing unless they are manually separated.

The two-color Pantone breakdown is provided for reference as accent colors only—the logo or the colors therein should never be modified or recreated.

One-color applications are permissible where applicable.



PMS: 293



PMS: 128



NCAT
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2-color



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1-color



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Alternate 1-color on
dark background

COLOR GUIDELINES

FOUR-COLOR PROCESS

When using the logo in four-color process applications, the best option is the vector CMYK EPS file. You may also use the CMYK TIFF at the appropriate resolution. Please contact NCAT if a higher resolution is needed.

The spot-color EPS files provided are never to be converted to CMYK and used for four-color process applications.

The CMYK breakdowns are provided for use as accent colors only. The logo or the colors therein should never be modified or recreated.



CMYK: 100-68-0-2



CMYK: 0-7-68-0



NCAT
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2-color



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1-color



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Alternate 1-color on
dark background

COLOR GUIDELINES

DIGITAL-COLOR

For digital applications, a specific JPEG has been developed to ensure the readability of the logo. For digital applications, only use the master JPEGs provided. Straight conversion of the EPS logos to a JPEG may result in a color discrepancy.

The most important aspect of the digital standards is the minimum logo size. This minimum has been implemented to ensure readability.



RGB: 0-70-173
Hexidecimal: 0046AD



RGB: 242-214-83
Hexidecimal: F2D653



NCAT
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2-color



NCAT
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1-color



NCAT
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Alternate 1-color on
dark background

HOW TO USE THE PROVIDED LOGO FILES

HELP WITH DIFFERENT FILE FORMATS

Different file formats of the graphic are needed for different applications. Here are a few of the best file formats to use with said application.

Page Layout Programs:

Adobe Pagemaker,
Adobe InDesign,
Quark XPress

Adobe Photoshop

Adobe Illustrator

File Format:

EPS or TIFF (300 ppi)

TIFF for print, PNG for digital

AI, EPS

Web & Multimedia Programs:

Any Program - For Use With
Monitor or Projection Screen

File Format:

PNG or JPEG (RGB, 72 ppi)

Word Processing Programs:

Any Microsoft Program

File Format:

PNG or JPEG (RGB, up to 180 ppi)

Note: Never use a RASTER file larger than 100% because it will decrease the printing resolution and the image will appear pixelated. VECTOR files are mathematically created and may be reduced or enlarged to any size.

GLOSSARY

Area of isolation: The minimum allowable open space that should surround the symbol, logotype or signature often referred to as white space.

Brand identity: A visual and verbal definition of an organization's personality and goals. The image of a corporation, business, organization, or service adapted visually through the use of a logo or logotype; used for signage, stationery, advertising, etc.

Collateral: Printing term used to describe printed items such as brochures, direct mail, etc.

Color palette: A limited or selected number of colors to be used in a design.

CMYK: Initialism which stand for the process colors Cyan, Magenta, Yellow and Black.

Print media: Term referring to items distributed to the general public usually containing paid advert

EPS file: "Encapsulated PostScript file" - A DSC-conforming PostScript document with additional restrictions which is intended to be usable as a graphics file format. In other words, EPS files are more or less self-contained, reasonably predictable PostScript documents that describe an image or drawing and can be placed within another PostScript document. Vector EPS files can be reproduced at any size.

Four-color process: In printing, the four-colors used to reproduce color photography, type or solids: cyan, magenta, yellow and black.

Halftone: The process of breaking down a continuous tone image into a series of dots by a cross-ruled dot screen. The graduated tones of the original are obtained by the size and density of the dots.

JPEG (also JPG) file: "Joint Photographic Experts Group" - For monitor or online display, such as on the World Wide Web, JPEG offers you the best color and the smallest file size.

Layout: The visual arrangement of various graphic elements on a page.

Logo: Words or symbols cast as a single unit, usually for a company signature or trademark.

Corporate Identity Guidelines: A manual explaining how the corporate identity of an organization, corporation, etc., is to be used.

Logotype: The actual lettering used in a companies logo.

Pantone Matching System (PMS): A color communication system used to communicate uniform ink colors primarily so printers can match a companies desired colors.

PNG file: "Portable Network Graphics" - A bitmapped image format that employs lossless data compression. PNG was created to improve upon and replace GIF (Graphics Interchange Format) as an image-file format not requiring a patent license.

PPI: "Pixels Per Inch" - A measure of the resolution of display screens, and scanners. Sometimes referred to incorrectly as DPI (Dots Per Inch) which is a term that only refers to offset printing, though the measurements are almost identical.

Print media: Term referring to items distributed to the general public usually containing paid advertising that are printed, e.g., magazines, newspapers.

Process colors: In printing, the four-colors used to reproduce color photography, type or solids: cyan, magenta, yellow and black.

PSD file: "PhotoShop Document" - This is a file usually containing layers of art which has not been flattened and saved as an exportable file such as a TIFF or JPEG.

RGB: An electronic color module based on values of red, green and blue commonly used in electronic media.

Reverse (negative): A graphic image created by printing the background and allowing the color of the printing surface to show through.

Screen: Application of a dot pattern to a solid area to reduce the intensity of a color. Screens are available in a range of varying percentages.

Screen printing: A method of printing where the image is formed photographically on a screen or by a cut stencil that adheres to the fabric of the screen. The ink is then forced through the screen and onto the surface.

Signage: The public display of corporate identity (logo/logotype) on buildings, walls, vehicles, etc.

Spot-color: Commonly, a Pantone spot-color, or generally any color of pre-mixed ink printed as a solid or screened color.

TIFF (or TIF) file: "Tagged-Image File Format" - A flexible bitmap image format that is supported by virtually all paint, image-editing, and page-layout applications.

Vector file: Made of lines and points defined by mathematical objects called vectors. A vector graphic is resolution-independent—it can be scaled to any size and printed on any output device at any resolution without losing its detail or clarity.

X-height: Usually refers to any lowercase letters without ascenders or descenders, for example, o, x.