

# CHAPTER BRANDING GUIDELINES

Updated 06/2020

# National Association of Pediatric Nurse Practitioners



National Association of  
Pediatric Nurse Practitioners

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Name

## About our Name

Whenever possible, we refer to ourselves as:

**“The National Association of Pediatric Nurse Practitioners.”**

Research shows that current and prospective members feel the full version of our name is most reflective of our core values and strategic vision.

The acronym “NAPNAP” should only be used:

- when name recognition is deeply understood and previously established,
- in casual communication,
- or in extreme cases, where the full name is not suitable (i.e. social media handles.)



## Messaging

# Our Hero Message

**“Experts in pediatrics, advocates for children.”**

A hero message is a brief line that describes what an organization does, for whom, and *why*. Our hero message, “Experts in pediatrics, advocates for children,” demonstrates our deep experience, commitment to advocacy, and mission to serve children with the highest quality care.

When communicating to new audiences, apply the hero message early to quickly convey our mission. Use it boldly with existing audiences to galvanize our purpose and values.



## Color

# Brand Color Values

The National Association of Pediatric Nurse Practitioners brand uses a clean and calming palette comprised of bold saturated colors and lighter neutral shades. Combined, they convey a feeling of patience, trust and innovation.

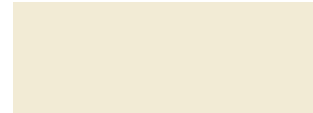
### Primary Colors



Hex: **#1B75BB**  
RGB: **27, 117, 187**  
CMYK: **100, 31, 0, 0**  
Pantone Coated: **7461 C**  
Pantone Uncoated: **300 U**



Hex: **#00CBF3**  
RGB: **0, 203, 243**  
CMYK: **65, 0, 3, 0**  
Pantone Coated: **2985 C**  
Pantone Uncoated: **2985 U**



Hex: **#F2EBD5**  
RGB: **242, 235, 213**  
CMYK: **0, 5, 21, 1**  
Pantone Coated: **7401 C**  
Pantone Uncoated: **7506 U**



Hex: **#58595B**  
RGB: **88, 89, 91**  
CMYK: **52, 23, 30, 74 (Rich Black)**  
Pantone Coated: **445 C**  
Pantone Uncoated: **445 U**



Hex: **#FFFFFF**  
RGB: **255, 255, 255**  
CMYK: **0, 0, 0, 0**  
Pantone: **NA**



Hex: **#D93611**  
RGB: **217, 54, 17**  
CMYK: **9, 93, 100, 2**  
Pantone Coated: **1665 C**  
Pantone Uncoated: **172 U**



## Logo

# About the Logo

The National Association of Pediatric Nurse Practitioners (the association) is charged with advocating on behalf of pediatric expertise and the well being of children everywhere. It's important that our logo, the smallest expression of our mission, reflect those ideals.

### The Shield

Since 1973, the association has created value for its members through passionate support of pediatric expertise, education and promoting awareness of the profession.

Our Shield represents the trust and expertise embodied by our members and the protection we provide to the public. Inside the shield, our heart represents the holistic scope we embrace and the security we ensure for children.

### Wordmark

Our official name is typeset in a welcoming and distinct geometric slab serif. Both modern and friendly, the visual expression is polished and modern.

### Color

Our palette is clean and calming. Cool blues align to the professionalism we bring to our work, our working environment and the care we provide. Deep blue denotes our trust and expertise while light blue is energetic and friendly, adding a contemporary luster.



**National Association of  
Pediatric Nurse Practitioners**



## Logo

# Logo Versions - Lockups

The association logo is provided in different formats to provide flexibility across marketing and communications needs.

### Horizontal Lockup

The horizontal lockup is best used in strong linear spaces, including website headers and layouts using left or right alignment.



**National Association of  
Pediatric Nurse Practitioners**

**MOST COMMON USAGE OF LOGO**

### Vertical Lockup

The vertical lockup is best used when centered layouts are required, when needing to appear within table columns or other narrow, vertical spaces.



**National Association of  
Pediatric Nurse Practitioners**

**ONLY USE IN NARROW,  
VERTICAL DESIGNS WHERE  
SPACE IS LIMITED**

### Shield Icon

Use of the isolated shield should be limited to situations where existing branding supports a connection to the association. Use cases include social media badging and decorative collateral treatment.



**USE FOR SOCIAL MEDIA  
BADGING AND DECORATIVE  
COLLATERAL TREATMENT.**



## Usage

# Chapter Iteration

The association's strength is directly tied to the thousands of members actively contributing time to events and causes organized by association chapters founded across the United States.

Key to building that strength is a unified visual identity embraced across all chapters.

When communicating on behalf of your chapter, use the official association chapter lockup, created specifically for your region or state.



**National Association of  
Pediatric Nurse Practitioners**  
PA: DELAWARE VALLEY



**National Association of  
Pediatric Nurse Practitioners**  
ALABAMA





## Logo Versions - Primary Color Options

### 2-Color

Primary colorway. Preferred use on white backgrounds. Avoid placement on, or over, any other color.



National Association of  
Pediatric Nurse Practitioners

### 1-Color, Blue

For use in maintaining brand consistency when limited to one printed color. For example, when printing on a tablecloth or stitching on apparel.



National Association of  
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### Reversed

For use over primary and secondary brand colors, over photography and colors outside the official brand.



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### 1-Color, Black

For use in reduced applications, constrained to the printing of black and other minimally branded material.



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## Typography

# The Typeface

For most print and digital materials, the association uses fonts within the Noto Sans typeface family.

When creating materials on behalf of the organization, please incorporate the Noto Sans font family (at right) to add more cohesion between your message and the association identity. You should be able to download this font for free via Google Fonts. If you have any issues acquiring this font, please email [marketing@napnap.org](mailto:marketing@napnap.org).

Please note, the association logo utilizes two fonts within the Niveau Grotesk typeface family. They are:

### Niveau Grotesk - Medium

NIVEAU GROTESK - REGULAR SMALL CAPS

**When using the logo and logomark, never replace Niveau Grotesk with another font.**

# Noto Sans

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPpQqRrSs  
TtUuVvWwXxYyZz 0123456789-!@#%&'/()?

## Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789-!@#%&'/()?

## Bold

**AaBbCcDdEeFfGgHhIijjKkLlMmNn**  
**nOoPpQqRrSsTtUuVvWwXxYyZz**  
**0123456789-!@#%&'/()?**

## *Regular Italic*

*AaBbCcDdEeFfGgHhIijjKkLlMmNn*  
*nOoPpQqRrSsTtUuVvWwXxYyZz*  
*0123456789-!@#%&'/()?*

## ***Bold Italic***

***AaBbCcDdEeFfGgHhIijjKkLlMmNn***  
***nOoPpQqRrSsTtUuVvWwXxYyZz***  
***0123456789-!@#%&'/()?***



## Usage

# Rules for Usage

**Do not alter the mark in any way.** The logo must appear consistently to adhere to USPTO guidelines.

Examples of commonly applied adjustments to avoid are illustrated at right.



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Pediatric Nurse Practitioners

**DO NOT**

change the color of the logo.



National Association of  
Pediatric Nurse Practitioners

**DO NOT**

change the composition or size  
of the logo.



National Association of  
Pediatric Nurse Practitioners

DELAWARE VALLEY

**DO NOT**

place isolated objects, imagery  
or other graphic assets within the  
recommended clearspace.



National Association of  
Pediatric Nurse Practitioners

**DO NOT**

use the logo word mark by itself.



National Association of  
Pediatric Nurse Practitioners

**DO NOT**

delete parts of the logo symbol  
or word mark.



National Association of  
Pediatric Nurse Practitioners

**DO NOT**

distort the logo in any manner.





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Pediatric Nurse Practitioners

## Contact Us

For any questions about these brand guidelines,  
please contact [marketing@napnap.org](mailto:marketing@napnap.org).