



NINA MASON PULLIAM
CHARITABLE TRUST

Nina Mason Pulliam Charitable Trust Brand Identity Standards

APPROVAL PROCESS

Individuals and organizations must secure authorization from the Nina Mason Pulliam Charitable Trust for all uses of the Trust's name and logo. Email the Trust's director of communications and external relations to obtain an approval.

The following materials must be submitted for approval:

- Press releases and other content referring to the Trust or Nina Mason Pulliam.
- Print and digital materials bearing the Trust's logo and/or name.
- Products and signage bearing the Trust's logo and/or name.

For more information, please contact:

Kristina Perez

Director of Communications and External Relations
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Nina Mason Pulliam Charitable Trust Brand Identity Standards

LOGO

The Nina Mason Pulliam Charitable Trust logo consists of a graphic representation of the letters NMP (symbol), and the words Nina Mason Pulliam Charitable Trust (logotype).

The logo has two configurations: vertical and horizontal. The vertical configuration is preferred; however, either may be used as needed, depending on the application.

The logo elements have been sized and arranged to form a balanced, legible identity. They should not be reconfigured, repositioned or altered outside of the guidelines shown here.



TAG LINE

The Trust tag line is “Building a Legacy of Community Grantmaking since 1998.” When used with the logo, the tag line should appear as shown here, under the logo and separated by a gold line.

Specially created files exist for the logo and tag line artwork, in both vertical and horizontal configurations. Recreating the logo and tag line from scratch should not be attempted.



COLORS

The Trust’s brand colors are gold and black.

Corresponding color values are shown at right.

In general, PMS and CMYK values are used for print applications, while RGB and HTML values are used for digital and web-based applications.

PMS stands for Pantone Matching System, the recognized authority on color standardization.



GOLD
PMS 873 (METALLIC)
C20 M30 Y70 K15
R180 G151 B90
HTML B4975A



BLACK
PMS BLACK
C0 M0 Y0 K100
R0 G0 B0
HTML 000000

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GRAYSCALE

For applications where color is not available, the logo may appear in grayscale (black and white). In this case, the logo elements that would normally be gold appear as 45% black. The other elements remain 100% black.

The same color conversion applies to all versions of the Trust logo and Nina Scholars logo (see below).



NINA SCHOLARS LOGO

Nina Scholars, a scholarship program within the Trust, has its own subbrand logo. The program’s full name is “Nina Mason Pulliam Legacy Scholars” but it is often referred to as “Nina Scholars.” There are logos for both names, in vertical and horizontal configurations. Any of these may be used as needed, depending on the application.

The identity standards outlined in this document for the main Trust logo also apply to the Nina Scholars logos.



NINA SCHOLARS

VERTICAL CONFIGURATION



NINA MASON PULLIAM
LEGACY SCHOLARS

VERTICAL CONFIGURATION



NINA SCHOLARS

HORIZONTAL CONFIGURATION



NINA MASON PULLIAM
LEGACY SCHOLARS

HORIZONTAL CONFIGURATION

Nina Mason Pulliam Charitable Trust Brand Identity Standards

LOGO ON BACKGROUNDS

The logo appears best on a white background. If the logo appears on a colored background, the background color should be neutral and light enough to contrast with the logo and ensure legibility. The logo should not appear on dark backgrounds.



EXAMPLE – ACCEPTABLE



EXAMPLE – ACCEPTABLE



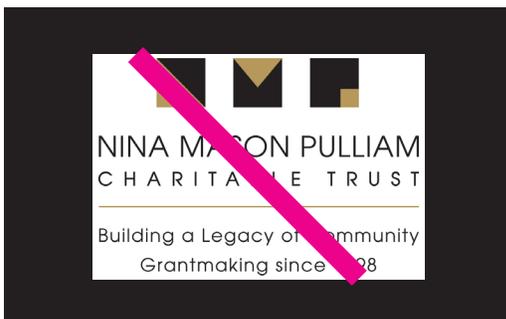
EXAMPLE – ACCEPTABLE



EXAMPLE – UNACCEPTABLE

USING JPG LOGO FILES ON BACKGROUNDS

Note that jpg files automatically appear with white around the artwork. However, this does not mean a jpg file can simply be placed on a dark background without adjustment. There should always be ample clear space around all sides of the logo. See examples below.



EXAMPLE – UNACCEPTABLE
JPG FILE ON DARK BACKGROUND WITHOUT ADJUSTMENT



EXAMPLE – ACCEPTABLE
JPG FILE ON DARK BACKGROUND WITH CLEAR SPACE
ADJUSTED AROUND SIDES OF LOGO

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FONTS

For outward facing communications, the primary font is **Proxima Nova** (sans serif). The secondary font is **Bagatela** (serif).

For internal communications and in cases where Proxima Nova and Bagatela are unavailable, Arial (sans serif) and Georgia (serif) may be substituted. Arial is typically used for email communications, as it is available on all devices.

All weights and styles of Proxima Nova and Bagatela may be used. Examples are shown below.

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

BAGATELA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

BAGATELA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

BAGATELA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

UNACCEPTABLE LOGO USAGE

The logo should always be used uniformly and consistently. Shown here are examples of how the logo should **not** be used.



NINA MASON PULLIAM
CHARITABLE TRUST

Do not change the font in the logotype.



NINA MASON PULLIAM
CHARITABLE TRUST

Do not stretch, compress, or distort.



NINA MASON PULLIAM
CHARITABLE TRUST

Do not change the logo colors.

NINA MASON PULLIAM
CHARITABLE TRUST



Do not reconfigure the logo elements.



NINA MASON PULLIAM
CHARITABLE TRUST

Do not angle or tilt.



NINA MASON PULLIAM
CHARITABLE TRUST

Do not apply shadows or effects.



NINA MASON PULLIAM
CHARITABLE TRUST

When appearing with other logos, the Trust logo may not touch or intersect with other logos.



THE ACME
FOUNDATION



NINA MASON PULLIAM
CHARITABLE TRUST

When appearing with other logos, the Trust logo should be at equitable size.



THE ACME
FOUNDATION