



BRAND STANDARDS MANUAL





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WHO WE ARE



The National Panhellenic Conference (NPC), one of the largest organizations advocating for women, is the umbrella group for 26 national and international sororities that are autonomous social organizations. NPC sororities are located on more than 670 campuses with more than 400,000 undergraduate members. Alumnae are represented in more than 3,500 associations throughout the world.



THE VOICE FOR SORORITY ADVANCEMENT

OUR PURPOSE:

NPC was established in 1902 to assist collegiate and alumnae chapters of the NPC member organizations in cooperating with colleges and universities and to foster interfraternal relationships.

OUR MISSION:

The National Panhellenic Conference is the premier advocacy and support organization for the advancement of the sorority experience.

OUR VISION:

National Panhellenic Conference —
Advancing the Sorority Experience Together.

OUR VALUES:

We are committed to relationships built on trust through transparency, accountability and mutual respect. Innovation and our core values of friendship, leadership, service, knowledge, integrity and community guide us in fulfilling our mission.

BRAND IDENTITY

While the logo may be the most easily identifiable thing about the NPC brand, a visual identity requires a holistic approach. It's an entire graphic experience that resonates with every audience. When done well, a strong visual identity helps convey the mission, vision and values of NPC to everyone involved.

To maximize effectiveness, the brand must be adopted by everyone. And used consistently. Following these guidelines helps maintain the brand's strength.

BRAND RECOGNITION

The more often our members and volunteers encounter a consistent brand experience, the more they recognize who we are and what we can accomplish together. Likewise, the more we adopt the brand internally, the easier it is to help represent and reflect our identity and reinforce our unity and purpose.

BRAND PERSONALITY

Bold. Empowering. Impactful. Purpose-Driven. Strong.

Diverse. Leading.

The words serve as the inspiration for the NPC brand as the organization advocates for women and is leading and relevant, whether at its founding, for today, or in years to come.



NPC



national panhellenic conference

APPROPRIATE USAGE OF LOGO

The NPC logo and brand elements showcase a fresh design while paying homage to NPC's rich history. The logo incorporates NPC's Greek-influenced laurel leaf and familiar green while adding new, contemporary accent colors. The logo design symbolizes unity, as the lively colors represent member organizations working together.

The new NPC logo consists of two elements, the wordmark and the logomark. The horizontal format is the primary logo, however, please be sensitive to the space available for the logo and choose the best fit.

- The full logo should always be used as shown to the right.
- The logomark may be used on its own as a design element, but the wordmark or lettermark also should be highly visible.
- The wordmark should never appear on its own.

It is ideal to use the full-color logo, however, a black logo and a white (reversed out) logo is available if printing in grayscale. An example of this would be a sponsorship logo on a T-shirt or sign. See page 11 for incorrect use of the logo.

ADDITIONAL GUIDELINES

- Contact the NPC office for the approved NPC logo, logomark, workmark, customized APH and CPH logos and other graphics files.
- Always use a licensed vendor, including but not limited to the NPC Store (npcstore.org).



HORIZONTAL



STACKED

LOGO CLEAR SPACE

Whenever the NPC logo is used, it is surrounded by clear space to ensure visibility and impact. No graphic elements of any kind should be placed inside this zone. The clear space is determined by 25 percent of the height and width of the logomark.





INCORRECT USAGE

To keep the consistency of the brand as well as the impact of the logo, avoid making changes or alterations. The next page contains visual examples of what not to do.

BACKGROUND IMAGES

Use background images or floods of color that complement the logo. Using images that are busy or have conflicting colors causes the logo to not stand out or be as impactful.

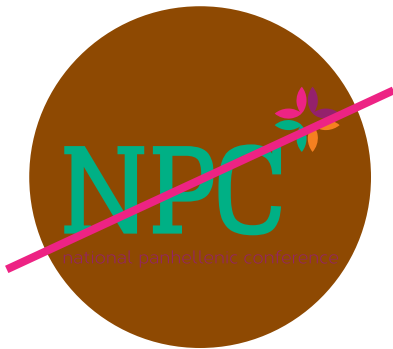
COLORS

Do not rearrange the brand colors used within the logo or create the logo in other colors.

SIZE AND PROPORTIONS

Do not change the size relationship or placement between the wordmark and logomark. Do not skew or rotate the logo. Make sure the artwork is always large enough to read and at the appropriate resolution so the quality is retained.

The minimum size the full horizontal logo can be scaled to is 1 1/4" wide, the full stacked logo can be scaled to a minimum of 1" wide, and the minimum size for the logomark on its own is 1/4".



1 1/2" wide



1" wide



1/4" wide

EXCEPTIONAL USAGE OF LOGO

While it's important to keep a consistent use of the logo, there are unique situations that may allow for an exceptional format due to size or other constraints.

It is recommended if the logo becomes smaller than 1-1/2" wide, the logomark be used instead. However, in a situation where the logomark would not be recognized as the NPC logo, e.g., sponsorship opportunities or small name badges, use the horizontal stacked version that incorporates larger lettering so the letters are legible.

In addition, in a situation where the logo needs to be under 1-1/2" wide, and is accompanied by other branding elements, or will be seen with a representative from NPC, the lettermark can be used.

Lastly, in very limited circumstances, you may use the words only logo. Similar to the logomark and the lettermark, the words only logo should be accompanied by other branded elements and not stand alone.

HORIZONTAL STACKED



LETTERMARK



WORDS ONLY

national panhellenic conference



EXTENSION OF THE NPC BRAND

As an extension of the NPC brand, College and Alumnae Panhellenics and the NPC Foundation can use group-specific logos. The College and Alumnae Panhellenic logos seen below have been created to be customized with campus or city names, while retaining the same look and feel as the NPC logo. Contact the NPC office for files. Please note the abbreviations “CPH” and “APH” should only be used in the logo, not in body copy.

In the same manner, the NPC Foundation logo has also been created to match the NPC brand. Please note all guidelines outlined in this manual for NPC also apply to the College and Alumnae Panhellenics and the NPC Foundation logos.



CO-BRANDED LOGOS

From time to time, it may be desired to co-brand the NPC logo with the logo of another entity, such as an NPC member organization. To achieve an appealing design, it may be necessary to create another approved exceptional use for the logo in that specific instance. All requests to co-brand the NPC logo should be approved in advance by the NPC executive director.

Examples of co-branded logos appear below.




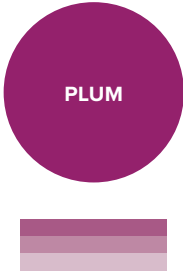




PRIMARY COLORS

Whether used to complement copy and photography or as a bold stand-alone design element, the NPC color palette was chosen to be clean and simple, while progressive and bold, resonating with the mission and vision of NPC.

While there are four colors incorporated in the logo, please note the primary colors of jade and plum should be the most predominate colors used within any design. Rose and pumpkin are used as secondary colors, with pumpkin often being used to signify the NPC Foundation.

The CMYK, RGB, Pantone Matching System (PMS) and Hexadecimal (HEX) values are provided for each color.

			
JADE	PLUM	ROSE	PUMPKIN
C: 85 M: 0 Y: 65 K: 0 R: 0 G: 176 B: 133 PMS: 3395 C HEX: 00af85	C: 43 M: 100 Y: 27 K: 8 R: 148 G: 33 B: 108 PMS: 7649 C HEX: 94216b	C: 0 M: 96 Y: 10 K: 0 R: 237 G: 35 B: 132 PMS: 219 C HEX: ed2384	C: 0 M: 61 Y: 100 K: 0 R: 245 G: 128 B: 32 PMS: 158 C HEX: f4801f

Note: Tints may be used sparingly to add depth or hierarchy. Color reductions of 25 percent and 50 percent are shown above.



DESIGN TREATMENTS

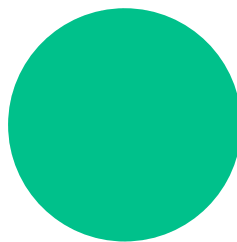
Similar to the NPC logo itself, the design treatment of the NPC brand is fresh and modern. Note how this brand standards manual has been created — with large, bold headlines, body copy that is able to breathe on the page, the NPC logomark used in the top corner of the right page, the use of circles to encapsulate key messages and artwork that makes it all pop. Refer to the samples below on different types of textures and color treatments that best work with the NPC brand.

Several patterns have been developed for the NPC office to use in branded materials. The primary pattern is the “NPC pattern” created using the logomark.

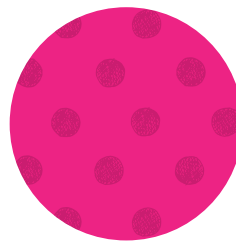
To make sure the design doesn’t become overwhelming, use the other patterns in large spaces and stick to a consistent color palette within the design piece.



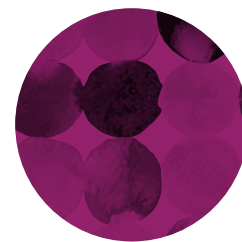
NPC pattern



Abstract leaf
pattern with
jade overlay



Textured dot
pattern with
rose overlay



Patterned
circles with
plum overlay

Note: If there is a need for additional graphics to enhance design or better articulate a message, look for graphics that are simple, not intricate or overwhelming, to avoid distracting from the brand. Contact the NPC office for guidance and approval.

COLOR REPRODUCTION

To retain the integrity of NPC brand, the colors must remain consistent in hue and saturation across all mediums, particularly print and digital. Below you will find a explanation of a variety of industry-standard color reproduction techniques. To ensure the correct logo file format is used depending on medium, note all logo file names have been organized according color production.

PMS = PANTONE MATCHING SYSTEM

The Pantone Matching System is a system of thousands of numbered swatches. Most corporate colors, in a logo for example, are identified with a number from this system. It is referred to as a PMS number. Pantone colors are also called “spot” colors.

This is similar to picking paint at the hardware store for your walls: you refer to swatches, choose by number and then the color is pre-mixed before application. This is good for applications that are predominantly one color (or two) such as a business card.

Printing a one- or two-color job is less expensive than a four-color job because there are fewer printing plates made. This system also creates the most accurate color match. Not all PMS colors can be reproduced accurately in CMYK/four-color reproduction.



COATED VS. UNCOATED

Pantone colors are listed by number. Colors also have a “C” or an “U.” The “C” stands for coated paper and the “U” for uncoated paper. Coated papers have a smooth finish, where the paper is pressed and polished during the manufacturing process. This coating makes the paper less absorbent and takes the ink better. Think of it as the coat of primer you’d use before painting your walls. Uncoated paper is just that; paper without the coated layer. It is more absorbent than coated paper.

Since coated papers allow the ink to sit on the surface, it remains rich and vibrant. The uncoated sheet allows more ink to be absorbed into the paper. Minerals in the inks affect the way the color is absorbed. As a result, coated and uncoated versions of the same PMS color will look very different. To compensate for this, we have recommended different PMS colors for “C” versus “U” applications.

CMYK = CYAN, MAGENTA, YELLOW, BLACK:

FOUR-COLOR OR PROCESS COLOR

CMYK refers to full-color printing. While using PMS colors is best for something that prints in limited colors, it is not suitable for reproducing photographic images or multicolor projects. Instead, the CMYK or four-color process is used. Process color uses percentages of each of the four colors (CMYK) to create a color.

COLOR REPRODUCTION, CONTINUED

CMYK is used whenever there are full-color images or when the number of colors makes it more practical than using just PMS colors. Full-color, offset (professional) printing is always CMYK. CMYK is also the primary system for digital printing, as specific Pantone colors cannot be put into an inkjet or laser printer.

CMYK color reproduction can produce a close match to most PMS colors, but may not always translate to a direct color match.

Commercial inks used for offset printing are transparent, so the color of the stock will effect the appearance of the color.

RGB = RED, GREEN, BLUE

RGB is the color system for computer monitors, video, etc. It is critical to understand that PMS and CMYK colors are for printed pieces and RGB is for computer applications such as Microsoft Word, Power Point, websites or social media, emails and other digital applications.

HEXADECIMAL

A hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG and other computing applications to represent colors. The bytes represent the red, green and blue components of the color. One byte represents a number in the range 00 to FF (in hexadecimal notation), or 0 to 255 in decimal notation.



TYPOGRAPHY

Typography plays an important role in how people react to a document and its language, and the consistent use of a brand's typefaces can aid in recognition and brand building.

The following fonts have been selected to support the NPC brand:

- Primary font: Proxima Nova.
- Secondary font: Zilla Slab
- Script font: *Satisfy*

FONT SUBSTITUTIONS

For business correspondence, Panhellenic governing documents and other templates, emails, web and onscreen presentations, Arial may be substituted for Proxima Nova if not available.

PURCHASING FONTS

If a volunteer or vendor is setting up artwork, that individual or entity is responsible for purchasing the fonts needed if the brand fonts cannot be provided by the requestor. Additional fonts should not be used without proper prior approval from the NPC office,

FonTS may be purchased from one of the following:

- Proxima Nova: www.adobe.com/type or www.fontspring.com
- Zilla Slab and Satisfy: fonts.google.com (free)

Purchase fonts according to the computer platform (MAC or Windows). To download and install, follow the instructions provided by the site where fonts were purchased.



Proxima Nova is the primary font for NPC and should be used for all copy. Different weights within Proxima Nova can be used to create hierarchy and style.

AaBbCcDdEeFfGgHh

Thin

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Light

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Light Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

Semibold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Bold Oblique

***Lorem ipsum dolor sit amet,
consectetur adipiscing elit.***

Styling Example 1: Simple header and copy

LOREM IPSUM
DOLOR SIT.

Etiam eu nibh lacinia, rutrum lectus at, euismod urna. Morbi dapibus justo ac sem commodo efficitur. Phasellus ornare pulvinar orci, vel elementum dui sagittis ut. Mauris sed velit ac massa vehicula fermentum ac at metus. Suspendisse potenti.

Zilla Slab is a free Google font that can also be used as a typeface for headlines or call outs.

AaBbCcDdEeFfGgHhIiJj

Light

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Light Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

Regular

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Medium

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

Medium Italic

*Lorem ipsum dolor sit amet,
consectetur adipiscing elit.*

Semibold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Semibold Italic

***Lorem ipsum dolor sit amet,
consectetur adipiscing elit.***

Bold

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.**

Bold Italic

***Lorem ipsum dolor sit amet,
consectetur adipiscing elit.***

Styling Example 2: Complex header, sub-head and copy

LOREM IPSUM
DOLOR SIT.

PRAESENT UT QUAM MATTIS

Etiam eu nibh lacinia, rutrum lectus at, euismod urna. Morbi dapibus justo ac sem commodo efficitur. Phasellus ornare pulvinar orci, vel elementum dui sagittis ut. Mauris sed velit ac massa.



If a script font is desired, Satisfy may be used in a call out or design element as a headline. Avoid using in body copy.

The Panhellenic Creed

We, as Undergraduate Members of women's fraternities, stand for good scholarship, for guarding of good health, for maintenance of fine standards, and for serving, to the best of our ability, our college community. Cooperation for furthering fraternity life, in harmony with its best possibilities, is the ideal that shall guide our fraternity activities.

We, as Fraternity Women, stand for service through the development of character inspired by the close contact and deep friendship of individual fraternity and Panhellenic life. The opportunity for wide and wise human service, through mutual respect and helpfulness, is the tenet by which we strive to live.

PHOTOGRAPHY

Photography is key to enhancing the NPC brand message. For photography, we emphasize women, both collegiate and alumnae. Women are the basis of our organization.

To the right are examples of the ideal type and style of photography. Primarily, any photography used to speak to NPC's member organizations should represent them. Note how the women look energetic, attentive and happy to be interacting with one another.

However, there may be special circumstances in which member photography is not available or does not fit the messaging. In this case, look for stock photography that embodies these same types of attributes noted above.

Tip: When needing multiple photos within one piece, it is helpful to select photos that show a variety of settings, groups, diversity and activities.

When taking photography, especially at events, ask attendees to remove their lanyards or name badges and stand away from materials that show the date and event location. This will allow the photography to be used in a variety of materials and have a longer shelf life.

PHOTOGRAPHY STYLING / TREATMENT

To help create consistency among photos from different sources, converting the photos to black and white and adding a color filter will help keep all photos feeling on-brand. Examples of types of photo filters are shown to the right and on the pages that follow.









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