Contents

Overview  3
The Logo  4
Color Palette  11
Typography  12
Social Media  16
In Application  22
Files & Downloads  27
Overview

Happy Anniversary NAAAP! Since 1982, NAAAP has been convening emerging leaders and amplifying the Asian American voice and experience.

In 2022, NAAAP is embracing the spirit of “Limitless Leadership” which is leaning into our principles and encouraging AAPI professionals to use their time and talent to transcend the workplace, family, and community regardless of geography. Limitless Leadership is about breaking free from all the mental, physical, and societal barriers so we can soar higher to uplift ourselves, peers, and our community. Look for monthly programs and our Leadership Convention in August to celebrate our 40th anniversary!

We're rolling a refreshed branding system just for this year. This document is your guide to working with the NAAAP40 system. We've worked to capture the principles which guide the brand and basic applications, however we recognize situations will arise which require a greater creative approach. Use this document which encapsulates logos, typography, colors, application examples, and templates as guidelines on how to utilize the brand elements as it develops throughout the year.
The Logo
The Logo

NAAAP40
This is the NAAAP40 logotype. It consists of the number 40 with the NAAAP acronym within the zero.
The use of NAAAP40's logotype and its supporting elements in accordance with these brand guidelines will promote a clear, consistent brand image across national and chapter platforms.
The Logo Lockups

Two lockups have been developed for standard uses. Use the primary lockup where a more graphic logo is appropriate and is legible. Use the secondary lockup when the space is small or requires a horizontal logo in order to maintain legibility and integrity.

LOCKUPS

- PRIMARY / SQUARE LOCKUP
- SECONDARY / HORIZONTAL LOCKUP
The Logo  Tagline Versions

TAGLINE

A tagline version of the logo reads “FORTY YEARS OF LIMITLESS LEADERSHIP, 1982–2022".

This lockup is appropriate only in very large graphic moments, such as large printed posters, conference banners, presentation covers, and such.
The Logo Colors

A coral color was created to brighten up and accent the existing NAAAP Red.

**LOGO COLORS**

- **Coral**
  - HEX #DE5C4B
  - RGB 222, 92, 75
  - CMYK 8, 79, 73, 1

- **NAAAP Red**
  - HEX #B0282D
  - RGB 175, 40, 45
  - CMYK 22, 97, 90, 13

FORTY YEARS OF LIMITLESS LEADERSHIP
1982-2022
INAPPROPRIATE USE
Logo files have been provided in multiple colors and lockups. Use the files as directed, and do not attempt to recreate the logo on your own.
**The Logo  Color Usage**

- **CORAL**
  Primary color logo when possible. Use on both light or dark backgrounds, as long as it doesn't clash.

- **NAAAP RED**
  Brand red option when the NAAAP brand color is the priority, or on coral background.

- **GOLD**
  Use only over teal or cream background. Gold should never be used on top of coral background.

- **WHITE**
  Use when color reproduction is not possible and on a dark background. The logo should be reproduced as 100% white.

- **BLACK**
  Use when color reproduction is not possible and on a light background. The logo should be reproduced as 100% black.

- **GOLD**
  Use only over teal or cream background. Gold should never be used on top of coral background.
A refreshed color palette has been developed for NAAAP40 communication pieces—intentionally pairing nicely with NAAAP Red.

Coral and Cream are the primary colors. Teal, Gold, and NAAAP Red are support colors, serving as accents that complement and add visual interest.
Typography
The National Association of Asian American Professionals is a non-profit organization that cultivates and empowers Asian & Pacific Islander leaders through leadership development, professional networking, and community service.

As the largest and fastest growing API professionals association, NAAAP continues to provide its members with the tools and resources to further career advancement and to empower Asians and Pacific Islanders to become great leaders as well as valuable employees.

In order to achieve our goals, NAAAP offers a diverse range of professional development programs on the local and national level, engages its membership in community service and organizes professional networking events. These may range from a series of panels, workshops and seminars, and web-based sessions and networking.
## Typography  Junicode Two Beta

<table>
<thead>
<tr>
<th>CONDENSED</th>
<th>SEMI CONDENSED</th>
<th>REGULAR</th>
<th>SEMI EXPANDED</th>
<th>EXPANDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light</td>
<td>Light</td>
<td>Light</td>
<td>Light</td>
</tr>
<tr>
<td>Light Italic</td>
<td>Light Italic</td>
<td>Light Italic</td>
<td>Light Italic</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
<td>Regular</td>
</tr>
<tr>
<td>Italic</td>
<td>Italic</td>
<td>Italic</td>
<td>Italic</td>
<td>Italic</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium</td>
</tr>
<tr>
<td>Medium Italic</td>
<td>Medium Italic</td>
<td>Medium Italic</td>
<td>Medium Italic</td>
<td>Medium Italic</td>
</tr>
<tr>
<td>Semibold</td>
<td>Semibold</td>
<td>Semibold</td>
<td>Semibold</td>
<td>Semibold</td>
</tr>
<tr>
<td>Semibold Italic</td>
<td>Semibold Italic</td>
<td>Semibold Italic</td>
<td>Semibold Italic</td>
<td>Semibold Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
<td>Bold</td>
</tr>
<tr>
<td>Bold Italic</td>
<td>Bold Italic</td>
<td>Bold Italic</td>
<td>Bold Italic</td>
<td>Bold Italic</td>
</tr>
</tbody>
</table>
Forty Years of Limitless Leadership

HEADLINE
Junicode Two Beta
Semi Condensed Light & Regular Italic
Social Media
Social Media  Brand Marketing

**SQUARE** 1350 X 1350

**IG POST** 1350 X 1080

**IG STORY** 1920 X 1080

**SOCIAL SHARE** 1200 X 630

**FACEBOOK BANNER** 1920 X 720

**TWITTER BANNER** 1500 X 500

**EMAIL** 480 X 270

**BRAND POSTS**
Sharable brand social posts for various social platforms and sizes.
A series of webinars that feature past NAAAP 100 winners, members of our organization, professional experts, or notable API members of the community to share their stories and knowledge. Each month covers a specific topic that folds into the main theme for 2022.
Social Media  Event Posts

VARIATIONS
Design intent for webinar series. Various colors (cream, teal, and coral) are prepared and design should adjust to the number of speakers for the event.

CREAM VERSION + SINGLE SPEAKER EXAMPLE

TEAL VERSION + THREE SPEAKER EXAMPLE

CORAL VERSION + TWO SPEAKER EXAMPLE
Social Media  Event Posts

**Lucy Yu speaks as pioneer:**
_Yu and Me Books_

**Date:**
Monday, January 24

**Time:**
8-9pm EST

**Location:**
Zoom

---

**First Post**
Event promo to announce date and time

---

**Second Post**
Speaker quote to promo event

“**I really focus on diverse authors, writers of color, stories with people of color as their main character, especially immigrant stories.**”

**Lucy Yu**
Owner of Yu and Me Books
Social Media Event Covers

EVENT COVERS
Design intent for webinar series to be posted on Eventbrite and Facebook. Adjusted for individual sizes.

EVENTBRITE 2160 X 1080

FACEBOOK EVENT 1920 X 1005
In Application
In Application Zoom Background

ZOOM BACKGROUNDS
Branded zoom backgrounds are available for moderators and speakers. Files appear mirrored for proper upload.
PPT Deck Template

Templated PPT Decks have been prepared with branded Master slides.

Presentation Title: NAAAP - Pan-Asian Pan-professional Pan-industry Intergenerational

Section Title:

6. NAAAP is Pan-Asian
   1. Pan-professional
   2. Pan-industry
   3. Intergenerational

NAAAP History:

- 1982: NAAAP founded in New York
- 2000: Norman Mineta was first AA male named Cabinet Secretary
- 2022: NAAAP turns 40
- 1992: 4 chapters open: New York, Boston, Chicago, Seattle
- 2021: 28 active chapters, 5 in development
- 2001: First ERG Summit, First Canadian chapter opens
- 2022: NAAAP turns 40

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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
In Application  Word Letterhead Template

Dear John Doe,

The National Association of Asian American Professionals is a non-profit organization that cultivates and empowers Asian & Pacific Islanders leaders through leadership development, professional networking, and community service. An the largest and fastest-growing API professionals association, NAAAP continues to provide its members with the tools and resources to further career advancement and to empower Asians and Pacific Islanders to become great leaders as well as valuable employees. In order to achieve our goals, NAAAP offers a diverse range of professional development programs on the local and national level, engages its membership in community service and organizes professional networking events. These may range from a series of panel, workshops and seminars, and web-based sessions and networking.

NAAAP's greatest asset is our members, volunteers, and leaders. Through our own leadership opportunities and programs, informal and formal mentoring, NAAAP has developed a family of leaders who support and challenge one another.

What we now know as NAAAP, the National Association of Asian American Professionals, was founded 38 years ago, in 1982, in New York City. At first, the organization was called the National Association of Young Asian Professionals, the name was soon changed to embrace a broader range of Asian Pacific American (APA) professionals and to better reflect the rapidly changing demographics. The brutal murder of Vincent Chin in 1982 had acutely raised awareness of the importance of activism, not only in the Chinese American community, but amongst all Asian Pacific Americans. Just as we needed civil rights activism, we also needed to take our own professional destinies in our hands to overcome discrimination in the workplace and break the glass ceiling.

To make NAAAP available to a wider audience, beginning in 1997, NAAAP National encouraged the development of chapter start-ups. While some ventures grew slowly, other chapters expanded to 500 members. Today, there are more than 30 chapters across the United States, Canada, and China. NAAAP’s ongoing commitment to professional and leadership development will help NAAAP and its partners continue to succeed in years to come. These successes do not happen without the enthusiasm, innovation and hard work of NAAAP’s members, dedicated volunteer leaders, and sponsors. Be a part of NAAAP’s future as an active member, sponsor or officer, and help write the next chapter of NAAAP’s history!

Sincerely,

Your Firstname Lastname
Title, NAAAP

---

LETTERHEAD TEMPLATE

LETTERHEAD BLANK

WORD LETTERHEAD TEMPLATE

Templated Letterhead Templates have been prepared with styles and tables. Just open up, replace your name and letter, and export to PDF.
In Application  Pop-up Banner Designs

BANNER ARTWORK
3 designs ready for production, intended for 36” x 96” retractable pop-up banner systems, for conference and event use.
## Files & Downloads Available

### Brand
- **LOCKUPS**
  - Primary
  - Primary Tagline
  - Secondary
  - Secondary Tagline
- **FONTS**
  - Junicode Two Beta

### Social
- **BRAND MARKETING POSTS**
  - Square
  - IG Post
  - IG Story
  - Social Share
  - Facebook Banner
  - Twitter Banner
  - Email

### Templates
- **POWERPOINT DECK**
  - Cover Options
  - Dividing Slides
  - Text Slides
  - Image Slides
- **LETTERHEAD**
  - Word Template

### Misc.
- **ZOOM BACKGROUNDS**
  - 6 Designs
- **RETRACTABLE 36” X 96” CONFERENCE POP-UP BANNER**
  - 3 Designs
NAAAP40 Brand Contact

Ashley Mack
NAAAP National Executive Director
ashley.mack@naaap.org

Henry Ong
NAAAP National Chief Marketing Officer
henry.ong@naaap.org

Ashley Wu
NAAAP National Graphic Designer
ashley.wu@naaap.org