

Brand Guidelines

LAST UPDATED
JANUARY 23, 2022



FORTY YEARS OF LIMITLESS LEADERSHIP, 1982-2022

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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



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



PRIMARY / SQUARE LOCKUP



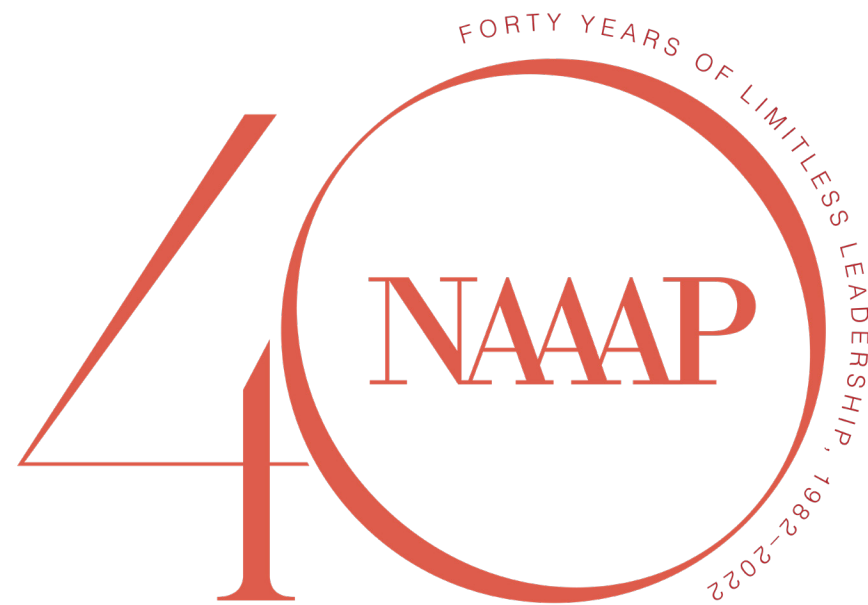
SECONDARY / HORIZONTAL LOCKUP

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.

The Logo Tagline Versions



PRIMARY / SQUARE LOCKUP



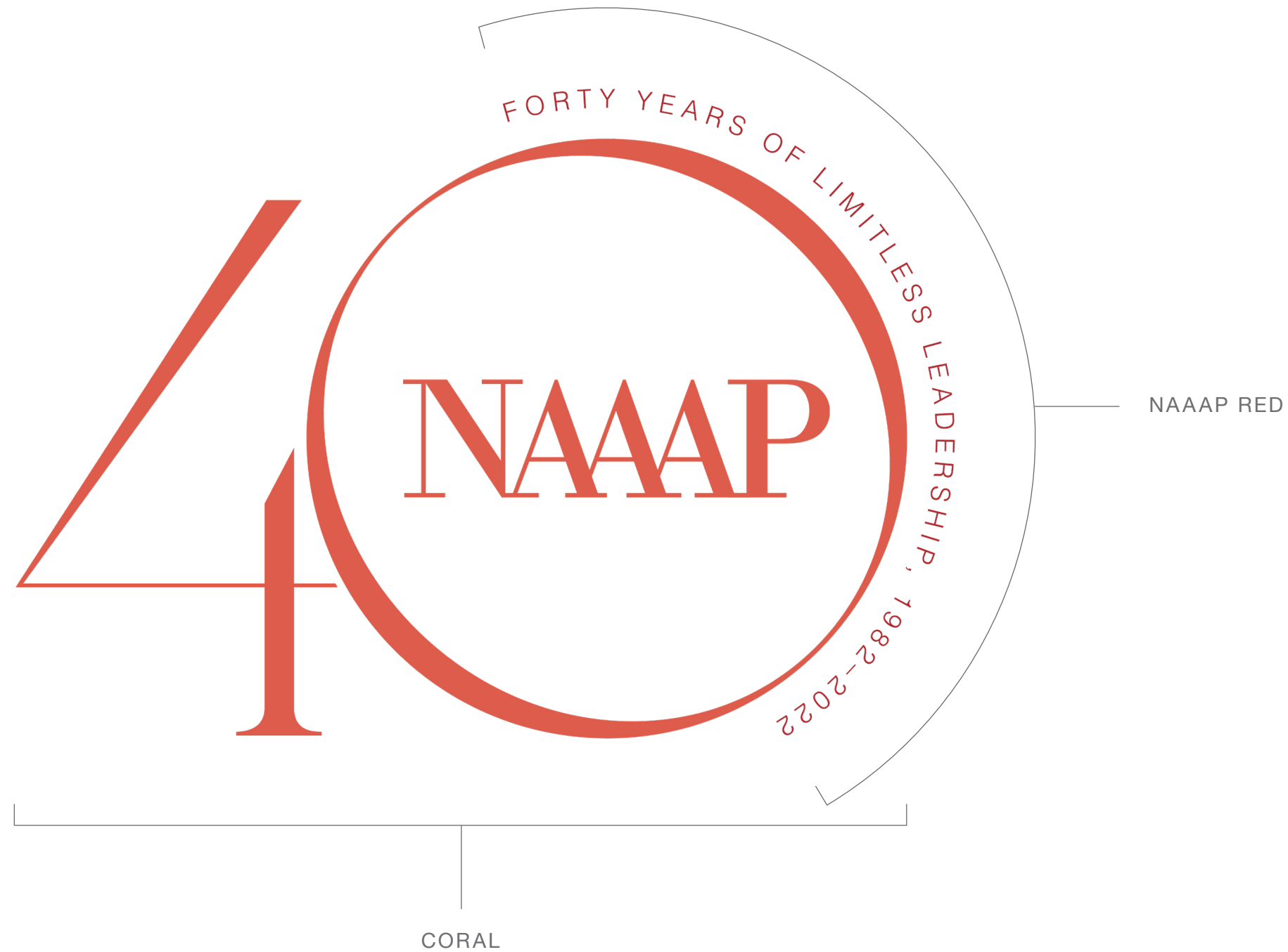
SECONDARY / HORIZONTAL LOCKUP

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



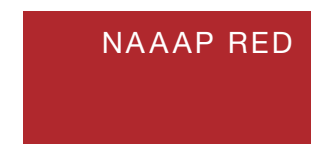
LOGO COLORS

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



CORAL

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



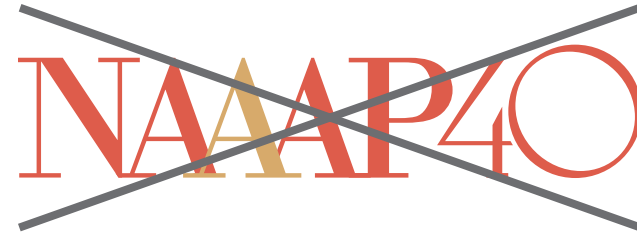
NAAAP RED

HEX #B0282D
RGB 175, 40, 45
CMYK 22, 97, 90, 13

The Logo Inappropriate Use



DO NOT USE DIFFERENT COLORS



DO NOT CREATE DIFFERENT COLOR LOCKUP



DO NOT CREATE DIFFERENT COLOR LOCKUP



DO NOT ROTATE



DO NOT DISCONNECT



DO NOT TYPESET ON YOUR OWN



DO NOT CHANGE PROPORTIONS



DO NOT STRETCH

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.

Color Palette

CORAL

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

CREAM

HEX #FFE3AF
RGB 255, 227, 175
CMYK 0, 10, 35, 0

TEAL

HEX #006579
RGB 0, 101, 121
CMYK 86, 51, 60, 16

GOLD

HEX #DFA95F
RGB 215, 170, 175
CMYK 16, 33, 67, 0

NAAAP RED

HEX #B0282D
RGB 175, 40, 45
CMYK 22, 97, 90, 13

COLOR PALETTE

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 Font Families

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.

HEADLINE

Junicode Two
Beta

To distinguish NAAAP40 events and initiatives, marketing materials utilize Junicode, a free Open Source font with an expansive set of widths and weights.

SUPPORTING FONT

Helvetica Neue

The body and supporting font is Helvetica Neue, as borrowed from the NAAAP Brand.

Typography Junicode Two Beta

CONDENSED

SEMI CONDENSED

REGULAR

SEMI EXPANDED

EXPANDED

Light	Light	Light	Light	Light
<i>Light Italic</i>	<i>Light Italic</i>	<i>Light Italic</i>	<i>Light Italic</i>	<i>Light Italic</i>
Regular	Regular	Regular	Regular	Regular
<i>Italic</i>	<i>Italic</i>	<i>Italic</i>	<i>Italic</i>	<i>Italic</i>
Medium	Medium	Medium	Medium	Medium
<i>Medium Italic</i>	<i>Medium Italic</i>	<i>Medium Italic</i>	<i>Medium Italic</i>	<i>Medium Italic</i>
Semibold	Semibold	Semibold	Semibold	Semibold
<i>Semibold Italic</i>	<i>Semibold Italic</i>	<i>Semibold Italic</i>	<i>Semibold Italic</i>	<i>Semibold Italic</i>
Bold	Bold	Bold	Bold	Bold
<i>Bold Italic</i>	<i>Bold Italic</i>	<i>Bold Italic</i>	<i>Bold Italic</i>	<i>Bold Italic</i>

Forty Years
of *Limitless*
Leadership

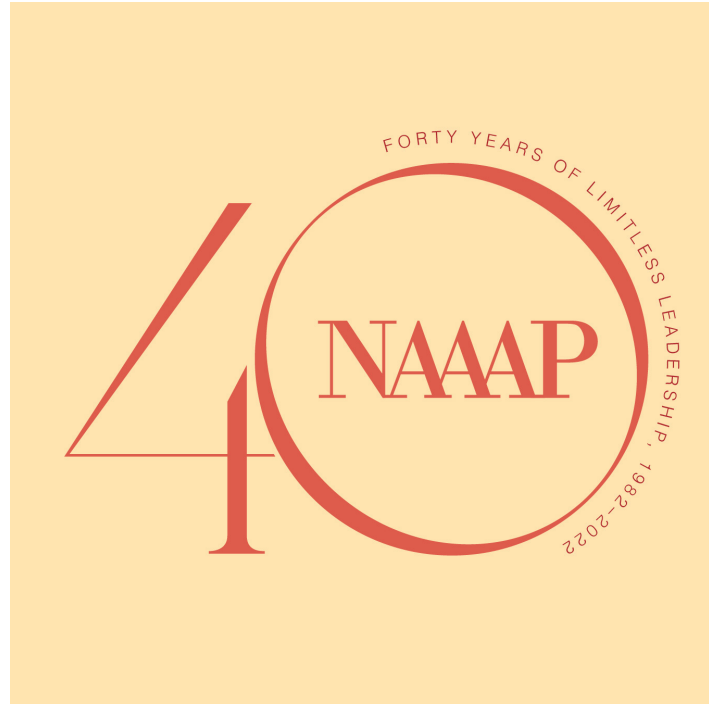
HEADLINE

Junicode Two
Beta

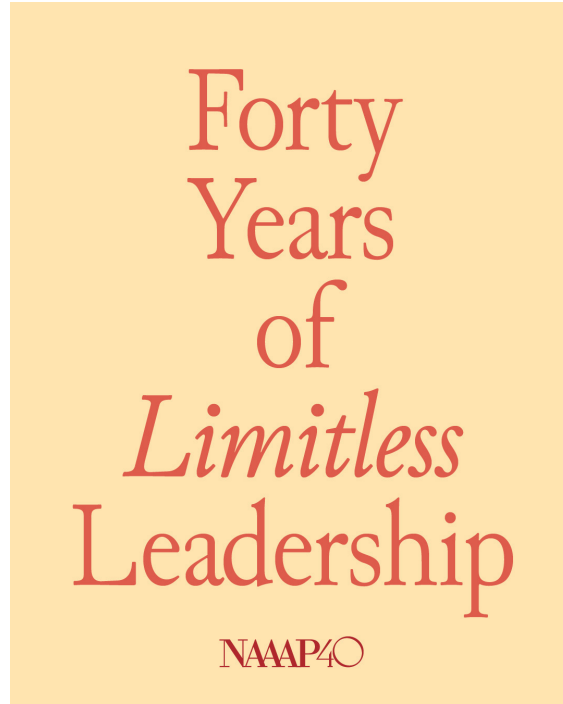
Semi Condensed Light
& *Regular Italic*

NAAAP40

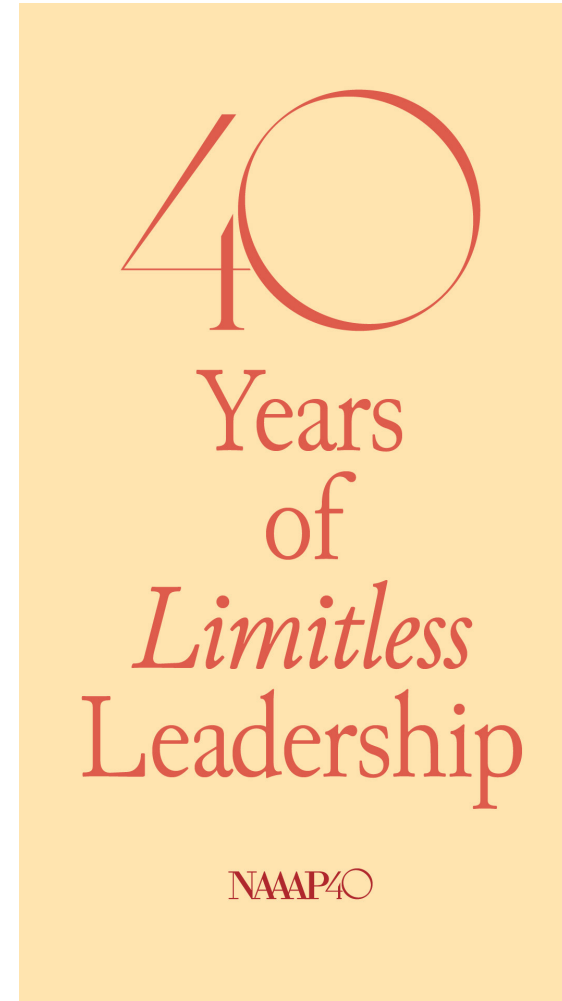
Social Media Brand Marketing



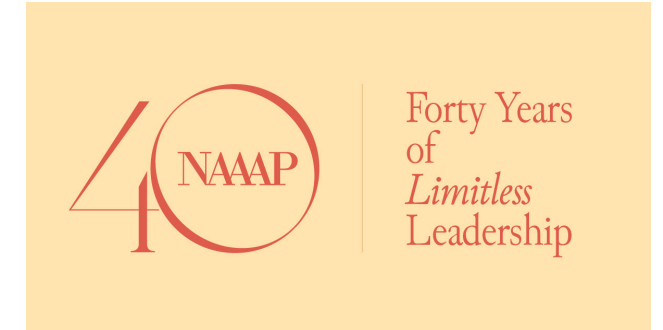
SQUARE 1350 X 1350



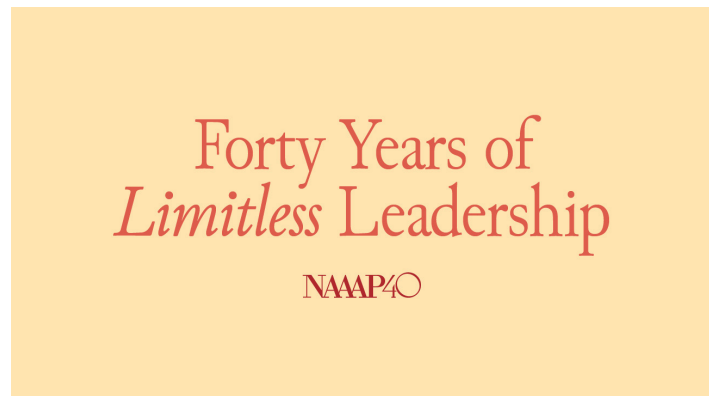
IG POST 1350 X 1080



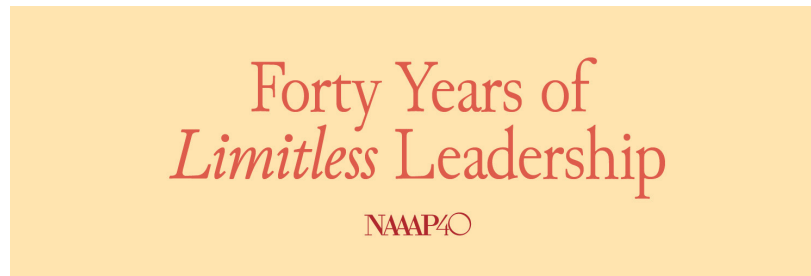
IG STORY 1920 X 1080



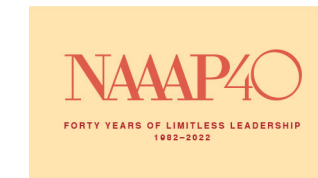
SOCIAL SHARE 1200 X 630



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.

Social Media Event Logo

NAAAP40
NATIONAL WEBINAR SERIES

NATIONAL WEBINAR SERIES

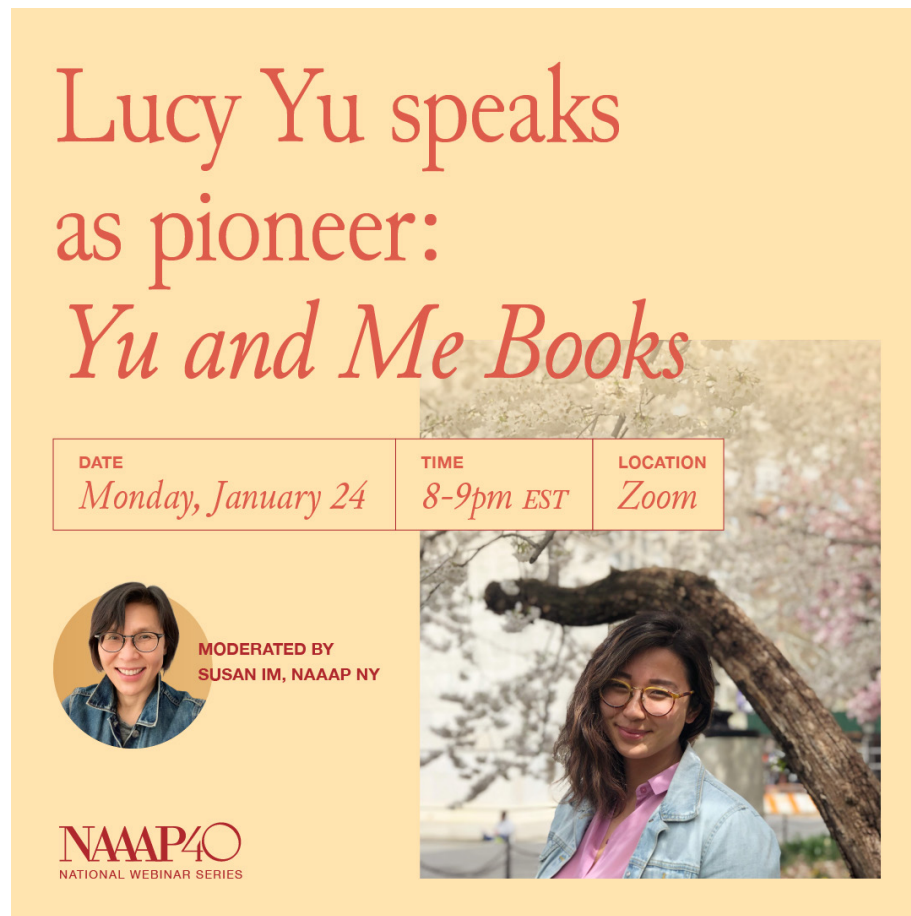
A series of webinars that feature past NAAAP 100 winners, members of our organization, professional experts, or notable API members of the community to share their stories and knowledge.

Each month covers a specific topic that folds into the main theme for 2022.

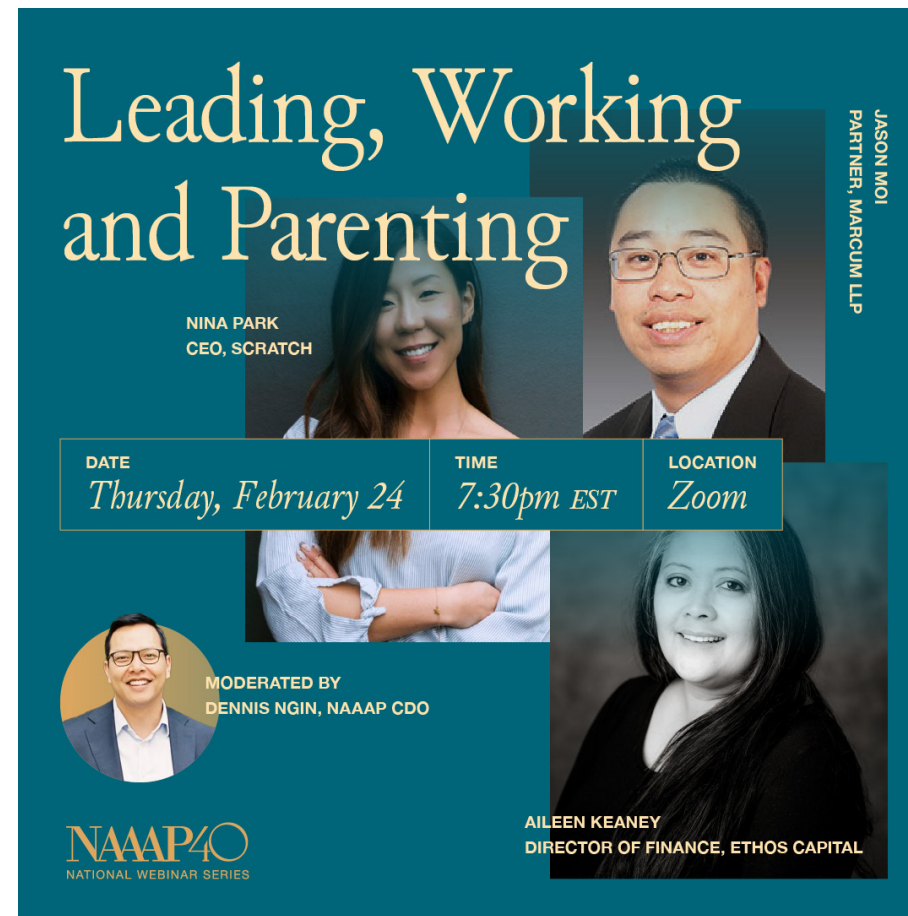
Social Media Event Posts

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	TIME	LOCATION
Monday, January 24	8-9pm EST	Zoom

 MODERATED BY
SUSAN IM, NAAAP NY




NAAAP40
NATIONAL WEBINAR SERIES

FIRST POST EVENT PROMO TO ANNOUNCE DATE AND TIME

“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



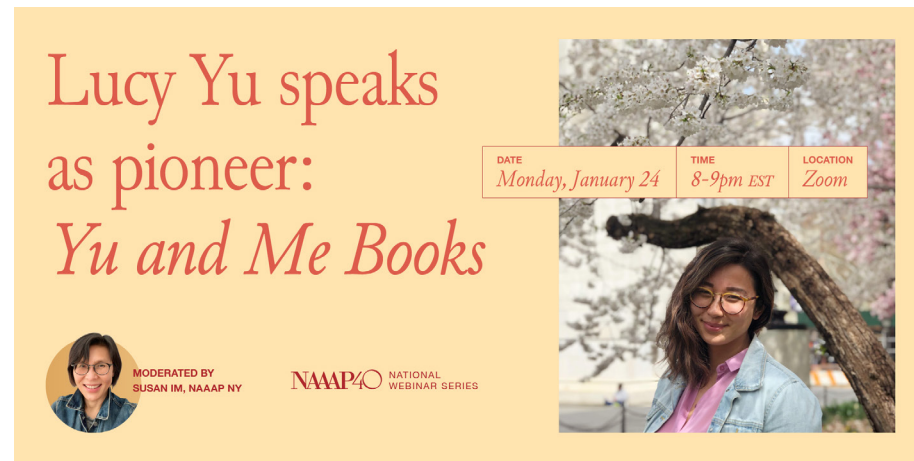
NAAAP40
NATIONAL WEBINAR SERIES

SECOND POST SPEAKER QUOTE TO PROMO EVENT

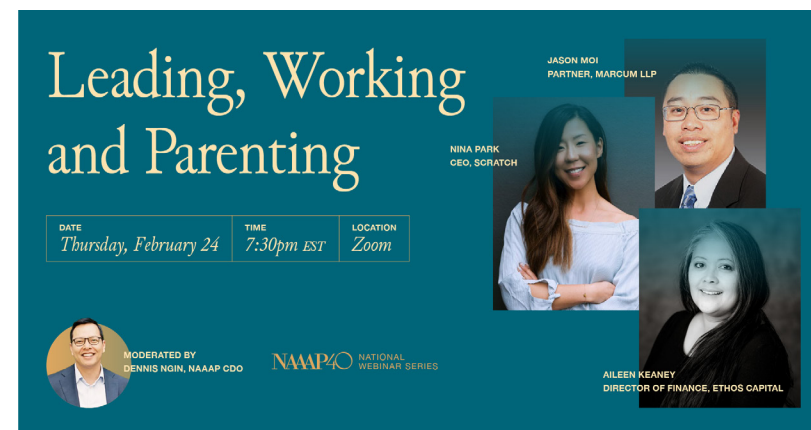
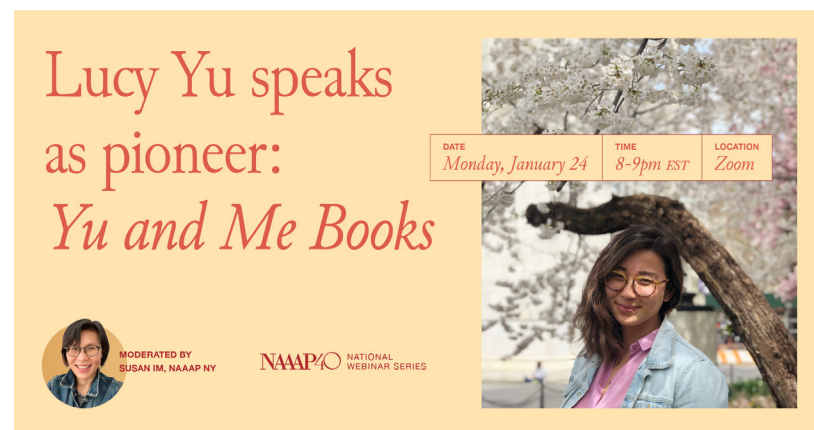
Social Media Event Covers

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 Zoom Background

ZOOM BACKGROUNDS

Branded zoom backgrounds are available for moderators and speakers. Files appear mirrored for proper upload.

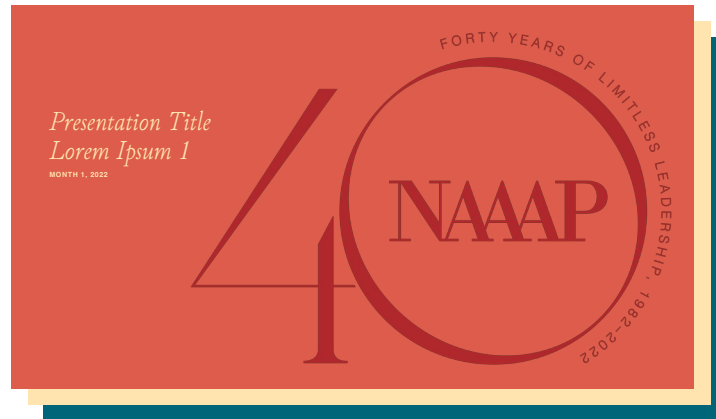


In Application PPT Deck

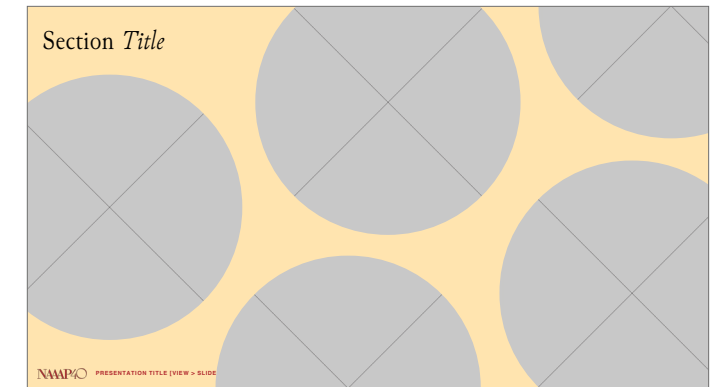
PPT DECK TEMPLATE

Templated PPT Decks have been prepared with branded Master slides.

COVER OPTIONS



DIVIDING SLIDES



TEXT SLIDES

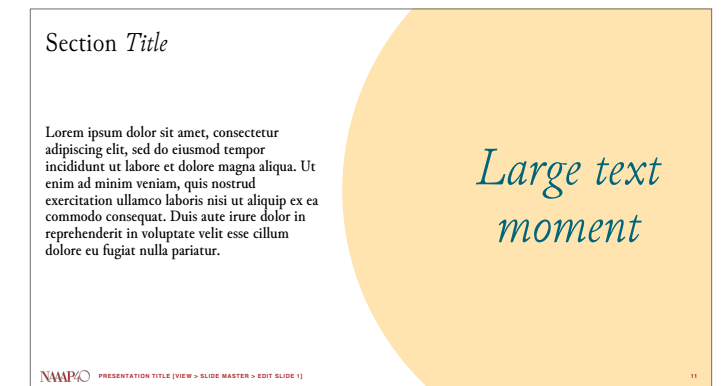
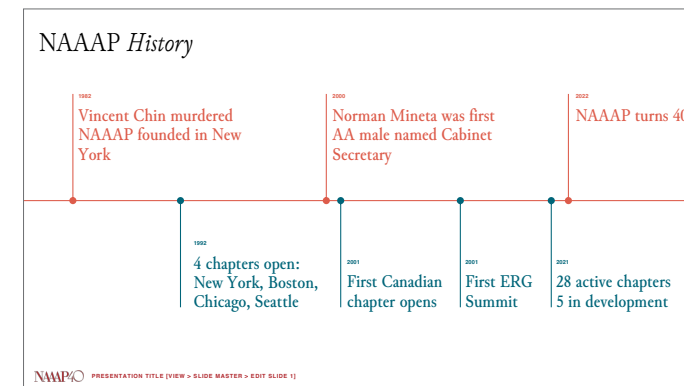
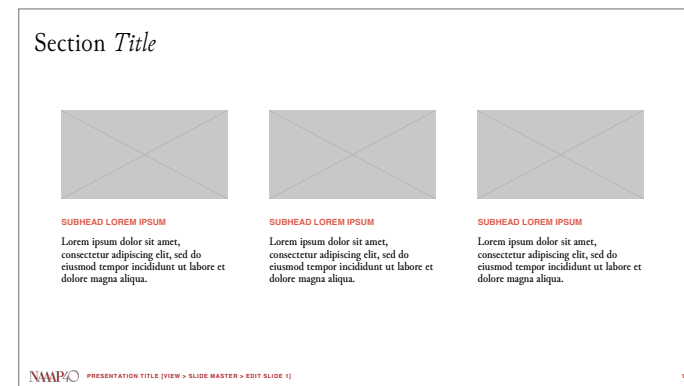
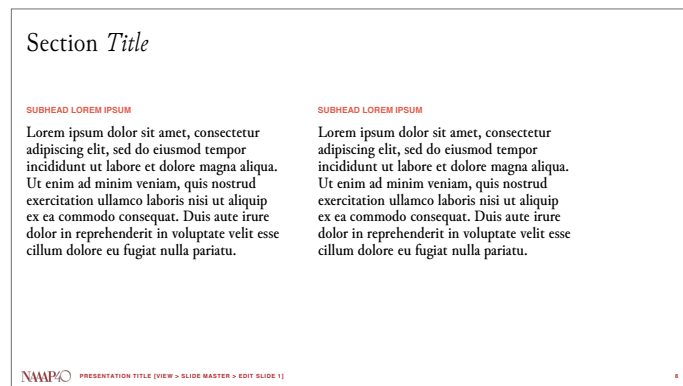
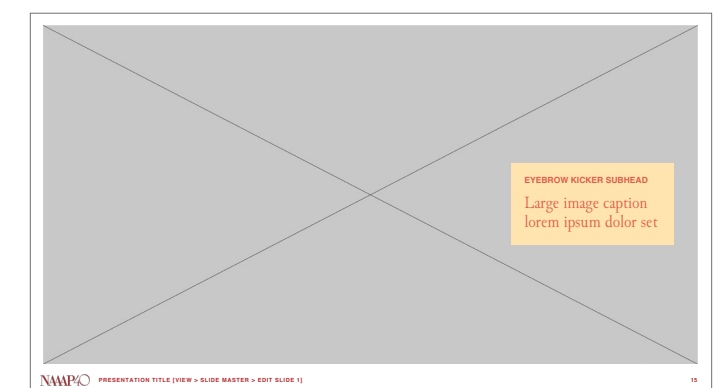
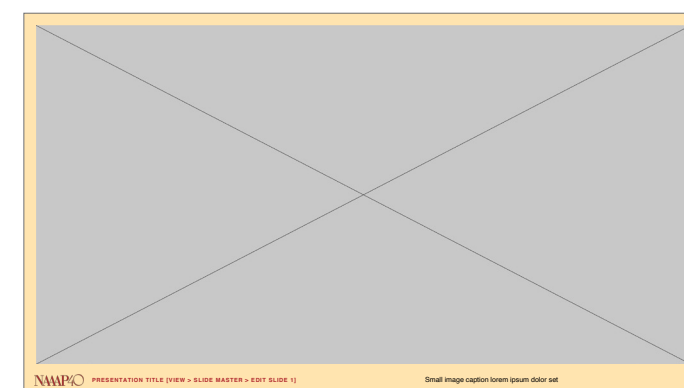
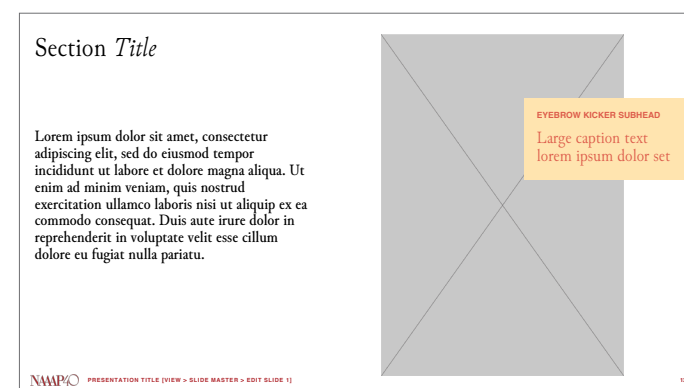
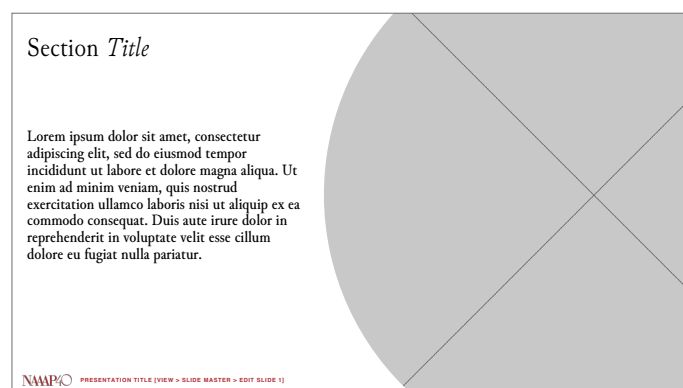


IMAGE SLIDES



In Application Word Letterhead Template



LETTERHEAD TEMPLATE

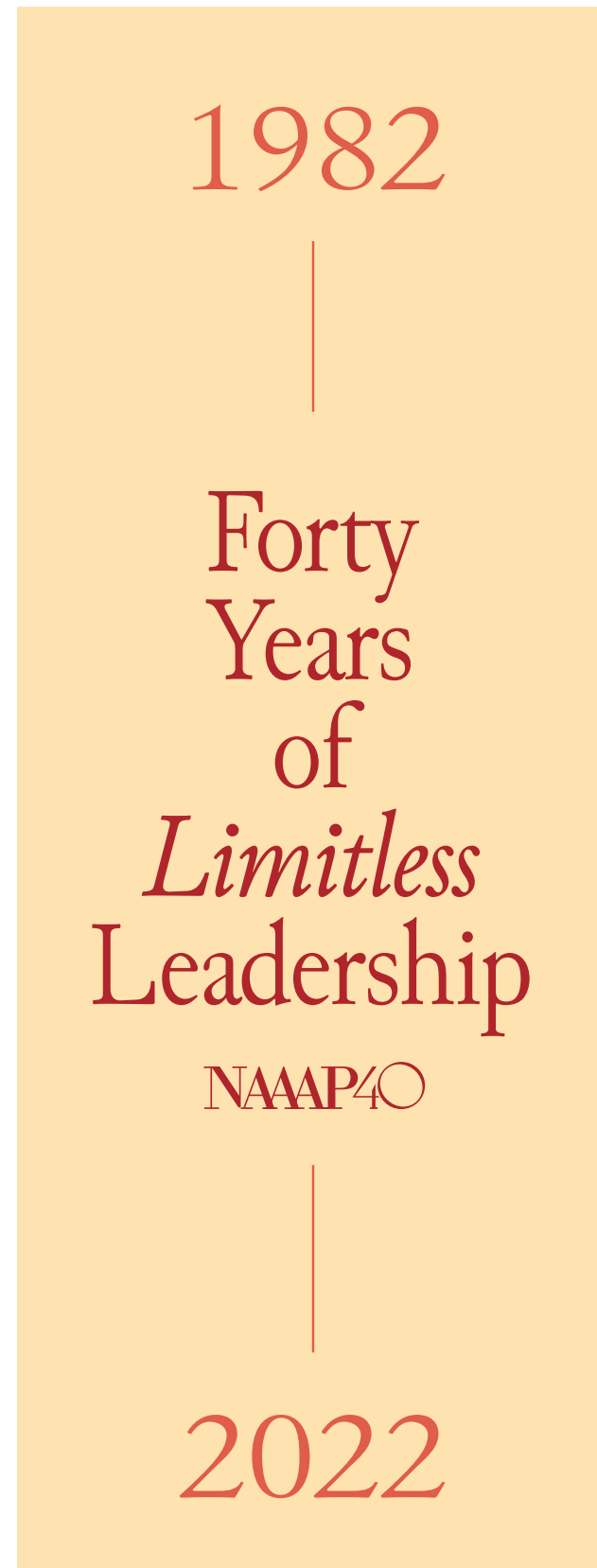


LETTERHEAD BLANK

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
- Dviding Slides
- Text Slides
- Image Slides

LETTERHEAD

- Word Template

Misc.

ZOOM BACKGROUNDS

- 6 Designs

RETRACTABLE 36" X 96" CONFERENCE POP-UP BANNER

- 3 Designs

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