

The image is a cover page for brand guidelines. It features a background of a low-poly, geometric pattern in various shades of blue, ranging from light to dark. The pattern is composed of many irregular polygons. In the upper left quadrant, the letters 'NTSA' are prominently displayed. The 'N' and 'A' are in a dark blue color, while the 'T' is in a bright red color. Below this, the words 'BRAND GUIDELINES' are written in a dark grey, sans-serif font.

NTSA

BRAND GUIDELINES

INTRODUCTION

This is a guide to the correct use of the National Training and Simulation Association's brand elements. It shows how to produce materials in NTSA style and ensures that our brand is consistent.

Three key elements of NDIA's brand are:

NTSA Logo: Visual elements and proper use

Typography: The approved fonts for use in all communications

Color: The approved specific Pantone colors

Using these brand elements as intended will allow you to create recognizable communications with a stronger brand voice.

For further questions regarding the material in this brand style guide please contact Hannah Meushaw, at hmeushaw@NDIAorg

***NOTE: THIS BRAND GUIDE WAS DESIGNED FOR SCREEN USE OR LOW-RESOLUTION OUTPUT AND MAY NOT FEATURE ACCURATE COLOR REPRESENTATION. TO ENSURE COLOR PRECISION, PLEASE REFER TO A PANTONE® COLOR SWATCH GUIDE OR CONTACT YOUR PRINTING VENDOR.**

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THE LOGO

STANDARD LOGO

This is the logo of choice to be used whenever possible.

Position, size, color, and spatial and proportional relationships of NTSA logo elements are predetermined. Do not alter them.

The NTSA logo combines four characters. They're positioned to form a graphical element. Never change these elements. Used consistently, they reinforce public awareness of the association and active NTSA corporate members.

SPECIAL USE LOGO

NTSA white color logo: may use as an alternative. On pantone 200c (red) and pantone 295c (blue).

BLACK AND GRAY SCALE

100% black logo: May use on black and white documents, or gray scale and when red color may clash with overall layout.

80% black logo: May use on black and white documents, gray scale and when red color may clash with overall layout.

REVERSED WHITE LOGO

May use for emphasis against simple and bold backgrounds. Effective for "step and repeat" style backdrops and when using multiple logos together.



CLEAR SPACE

To ensure the prominence and legibility of the NTSA logo, always surround it with the minimum amount of clear space. This clear space isolates the logo so it does not compete with surrounding text or photography.

The NTSA logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the width of the letter I. It should never be less than that. The logo cannot be obstructed by other graphical elements that could hinder legibility of the brand.

MINIMUM SIZE

The NTSA logo is designed to retain its legibility in a wide range of sizes. When sized too small, the legibility is diminished, as is the impact. The minimum size of the logo is determined by width. Never reproduce the logo where the word “NTSA” is smaller than 1 inch wide (100 pixels*).

UNACCEPTABLE TREATMENT

THE LOGO CANNOT BE CHANGED

The logo must be used in its entirety and may not be altered in any way. It may not animate, morph, or in any other way be distorted.

- Do not rotate the logo.
- Do not alter height and width relationship
- Do not separate letters
- Do not enclose the logo with a border
- Do not outline logo
- Do not use different colors
- Do not allow any cropping

LOGO GUIDELINES

- The logo cannot be placed over complicated graphics.
- There must be strong contrast between the logo and the background.
- The logo may not be used to indicate any kind of endorsement by NTSA of a company's product or service; or that any official status for any product or service has been conferred by or is otherwise associated with NTSA; or to show any kind of relationship with NTSA. Additionally, the use of the NTSA logo does not imply endorsement.
- The logo may not be used on official documents such as sales contracts, or official disclosure documents provided to potential or actual clients or purchasers of a member company's services or products.
- The logo may not be used in connection with any disparaging statements about anyone or anything, including NTSA or its events, services, products, or statements that otherwise reflect poorly on NTSA.
- The logo may not be used on any website that is in violation of any applicable laws or governmental regulations.
- The logo may not be used on any website that endorses a political candidate or party or in any way jeopardizes NTSA's and NDIA's 501(c)3 status.
- NTSA reserves the right to disallow any use of the logo.
- Any unauthorized use of the logo may result in legal action.

TYPOGRAPHY

HEADLINE AND SUB-HEADER

Typography refers to the font on electronic documents and correspondence, and is another component of the visual representation that reinforces the NTSA brand.

NTSA's typography helps to set the contemporary and clear tone of our communications. From the layout of the headlines to the format of body copy, every detail plays an important role in establishing the NTSA voice. The standards that follow have been designed to provide consistency while still allowing for flexibility.

HEADLINE TYPEFACE KANIT

The NTSA headline typeface is Kanit.

BODY COPY TYPEFACE

The NTSA bodycopy typeface is Helvetica Neue LT Std.

Kanit Regular

Upper-case:	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Lower-case:	abcdefghijklmnopqrstuvwxyz
Numbers:	01234567890
Symbols:	? ! / : @ # \$ % ^ & * () _ + =

Helvetica Neue LT Std Roman

Upper-case:	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Lower-case:	abcdefghijklmnopqrstuvwxyz
Numbers:	01234567890
Symbols:	? ! / : @ # \$ % ^ & * () _ + =

UNLICENSED TYPEFACE

When producing electronic documents such as PowerPoint or Microsoft Word, Arial is preferred to avoid formatting issues and font substitutions when opening the document on computers that do not have our primary brand fonts installed.

Times New Roman is the standard for our NTSA letterhead.

SPECIAL TYPEFACE

The NTSA script typeface is Pinyon Script. It is only to be used in very specific instances, for example formal invitations.

Arial

Upper-case:	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Lower-case:	abcdefghijklmnopqrstuvwxyz
Numbers:	01234567890
Symbols:	? ! / : @ # \$ % ^ & * () _ + =

Times New Roman

Upper-case:	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Lower-case:	abcdefghijklmnopqrstuvwxyz
Numbers:	01234567890
Symbols:	? ! / : @ # \$ % ^ & * () _ + =

Pinyon Script

Upper-case:	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ</i>
Lower-case:	<i>abcdefghijklmnopqrstuvwxyz</i>
Numbers:	<i>01234567890</i>
Symbols:	<i>? ! / : @ # \$ % ^ & * () _ + =</i>

BRAND COLORS

Listed on the right are the PANTONE® Matching System (PMS) colors, the four-color (CMYK), RGB combinations* and hexadecimal (hex) codes for web use. Always specify a coated paper stock when printing NTSA materials. Coated paper helps to maintain the accuracy of the dark and vibrant colors of the NTSA color palette. Uncoated stock has a tendency to absorb ink, washing out colors and altering their appearance. Coated stocks are available in a wide range of matte, semi-gloss, and gloss finishes, which allow for virtually any textural appearance desired.

PMS colors may vary when translated into CMYK or RGB. PMS colors should only be used when printing using a spot color. If the printing process uses CMYK colors only, then use CMYK values provided. For all digital printing that uses an RGB process, use only the RGB values provided. For web or screen-based applications please use hex code or RGB values only.

The use of consistent colors on all official material also reinforces NTSA's brand identity. Like the colors in the United States Flag and the Great Seal of the United States, NTSA and its affiliated organizations represent their brands with the primary colors red (PMS 200c) and blue (PMS 295c): a deep red for valor and hardiness, and a strong blue for vigilance, perseverance, and justice. All secondary colors should complement NTSA's primary red and blue.

If it is not possible to specify PMS, CMYK or RGB colors for some materials, such as embroidery thread, match the NTSA palette as closely as possible, (i.e., ensure the red does not have orange hues).

***NOTE: BECAUSE THE ACCURACY OF COMPUTER MONITORS AND COLOR PRINTERS CANNOT BE GUARANTEED, THE COLORS ON THIS PAGE MAY NOT BE REPRESENTED PRECISELY. ALWAYS REFER TO A PANTONE® COLOR SWATCH GUIDE OR YOUR PRINTING VENDOR TO ENSURE COLOR ACCURACY.**

RED

PMS 200c
CMYK: 16 • 100 • 87 • 6
RGB: 171 • 1 • 4
Hex: #ab0003

BLUE

PMS 295c
CMYK: 100 • 69 • 8 • 54
RGB: 0 • 40 • 85
Hex: #002855

90% GRAY

CMYK: 0 • 0 • 0 • 90
RGB: 62 • 61 • 64
Hex: #3d3d3f

70% GRAY

CMYK: 0 • 0 • 0 • 70
RGB: 112 • 113 • 115
Hex: #6f7072

30% GRAY

CMYK: 0 • 0 • 0 • 30
RGB: 198 • 199 • 200
Hex: #c5c6c8

TYPOGRAPHY STYLES

HEADLINE 1

Typeface: **Kanit Medium**
Point Size: **40pt**
Leading: **40pt**
Case: **All caps**
Kerning: **Optical spacing**

HEADLINE 1

HEADLINE 2

Typeface: **Kanit Medium**
Point Size: **30pt**
Leading: **30pt**
Case: **All caps**
Kerning: **Optical spacing**
Uses: **Headlines on the tops of pages and for event names on the cover of an event program**

HEADLINE 2

HEADLINE 3

Typeface: **Kanit SemiBold**
Point Size: **25pt**
Leading: **28pt**
Case: **All caps**
Kerning: **Optical spacing**

HEADLINE 3

HEADLINE 4

Typeface: **Kanit Medium**
Point Size: **16pt**
Leading: **22pt**
Case: **All caps**
Kerning: **Optical spacing**
Uses: **Day headers in the agenda section of an event program**

HEADLINE 4

TYPOGRAPHY STYLES

HEADLINE 5

Typeface: **Kanit Medium**
Point Size: **13pt**
Leading: **15pt**
Case: **All caps**
Kerning: **Optical spacing**
Uses: **Event titles in the agenda section and headers in the event information section of an event program**

HEADLINE 5

HEADLINE 6

Typeface: **Kanit Medium**
Point Size: **9pt**
Leading: **11pt**
Case: **All caps**
Kerning: **Metric spacing**
Color should reflect event branding when used in an event program

HEADLINE 6

BODY TEXT

Typeface: **Helvetica Neue Lt Std Light**
Point Size: **9pt**
Leading: **14pt**
Tracking: **20em**
Kerning: **Metric spacing**
Uses: **All body copy**

Body Text Giae que volest rendam ene doluptasperi consequasi cus aut quunt re nimus di ullab iliquod itaque erum quam es ute et dias molorerum earum vult unt venis se etur, con cus ide officae cturiorum quod magnis eossequ oditati ntibus, esequi ommolestis nulparc idebisc imenduciet a velluptatur, quae ipsae vel il magnistota nulpa de exeribeaquae

SMALL TEXT

Typeface: **Helvetica Neue LT Std Roman**
Point Size: **8pt**
Leading: **11pt**
Tracking: **20em**
Kerning: **Metric spacing**

Small text Fugitiun tiasimpore sae solore occatectatem inctem inullorpori velendamus eatibusant alit escilla audicia dolum dem. Itat vendio tem rendis autenet quodi ommosto tem conserferiae peribus aut quunt, venditi orrovid que velique demo bernam venda am num quibea suntur sa consequ oditionsed magnatquis vel id endit quiamus eatur, comnimus a plaborro dempel mo ommos aut occuscidel