



# THE BRAND Standards

2014



**Nonprofit  
Leadership  
Alliance**

Certified to Change the World

# The Nonprofit Leadership Alliance Brand

## Using the Alliance Logo

A brand is not just a name or a logo. It is the perception derived from communication concerning a product or service. For this to be effective, every element and detail needs to be carefully crafted. When using the Nonprofit Leadership Alliance logo, please adhere to the following guidelines:

- Be sure that you are using the most current version of the Alliance logo (as shown on page 3).
- The logo may appear in color (PMS 158 and PMS 432), one color black, or reversed white (see the next page). The color version is preferred and should be used whenever possible.
- The black/white logo should be printed in black only. This format should be used primarily for one-color black-and-white printing.
- The words “Nonprofit Leadership Alliance” in the logo should appear only in the font DIN Black.
- The words “Certified to Change the World” in the tagline should appear only in the font DIN Mittelschrift, as seen in the logos on the following pages.
- The logo mark appears with the center figure in PMS 158, and the two people left and right of center in 100% of PMS 432 and two figures on the outside at 60% of PMS 432.
- The mark should never appear in another color unless using the one-color black logo.
- Never apply the logo to a bold or dark background color unless it is reversed.
- The logo may never be altered or distorted in any way.
- Never change the color of the logo.
- Never change the proportional size of the logo.
- Never condense or expand the logo.
- Never re-create the logo with different fonts.
- The logo should not be reproduced smaller than 1 inch horizontal.
- One-quarter of an inch must be allowed around the logo in all applications.
- The name should never appear without the mark.
- The mark may be used separately from the logo.
- Using the tagline with the logo is preferred, but not required.
- For all printed materials such as brochures, flyers, t-shirts, newspapers, promotional items, etc., the logo should be used in the following formats: TIF, EPS, or JPEG.
- EPS formats can be two-color PMS or CMYK. TIF formats should be CMYK. GIF and JPEG files for Web should be RGB.

# The Alliance Logo

## Correct Usage of Identity Marks

Two-Color Logo with Tagline

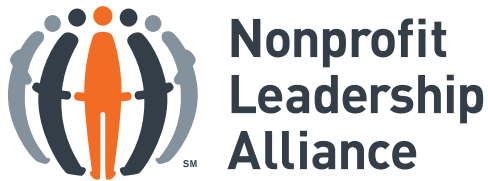


Certified to Change the World

Reversed White Logo



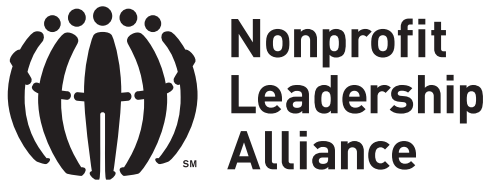
Two-Color Logo Without Tagline



Mark Only



Black Logo



Certified to Change the World

Two-Color Logo with CNP Seal



Certified to Change the World

# The Alliance Graphic Specifications

## Clear Space

One-quarter of an inch must be allowed around the logo in all applications.



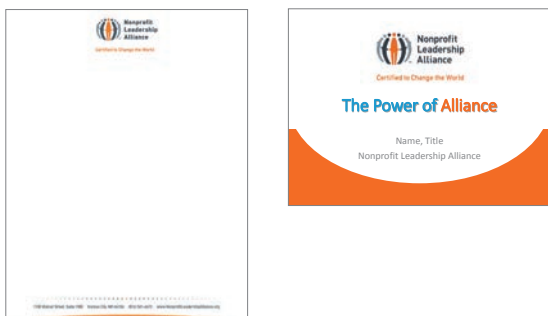
## The Certified Nonprofit Professional Seal

The Nonprofit Leadership Alliance logo represents the primary brand of the organization. The CNP seal may only be used in conjunction with the Nonprofit Leadership Alliance logo, and should never be used as a standalone identity mark. If there is space for only one mark, the Nonprofit Leadership Alliance logo should be used.



## Alliance Marketing Materials

When conducting official Alliance business, be sure to use the current versions of the Alliance e-letterhead and Power-Point template.



## Official Color Palette

The following are the official colors of the Alliance:

### PMS 158

R 243 G 108 B 36  
C 0 M 72 Y 97 K 0  
#f36c24



### PMS 432

R 69 G 85 B 96  
C 75 M 58 Y 47 K 27  
#455560



### PMS 432 at 60%



### PMS 368

R 122 G 193 B 66  
C 57 M 0 Y 99 K 0  
#7ac142



### PMS 7703

R 21 G 156 B 189  
C 78 M 22 Y 18 K 0  
#159cbd



# The Alliance Fonts

The Alliance logo was created with the custom fonts DIN Black and DIN Mittelschrift. Garamond (serif) and Arial (sans serif) are both acceptable fonts for use in print or online media.

## **DIN Black**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

## **DIN Mittelschrift**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## **Garamond**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## **Arial**

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

# The Alliance in Text

## About the Alliance

- **Mission Statement:** The mission of the Nonprofit Leadership Alliance is to strengthen the social sector with a talented, prepared workforce.
- **Tagline:** Certified to Change the World
- **About the Nonprofit Leadership Alliance:** The Nonprofit Leadership Alliance is the only workforce development organization that certifies diverse, work-ready talent for the nonprofit sector. Founded in 1948, the Alliance's Certified Nonprofit Professional credential is the only national endorsement that combines critical skills and knowledge, practical experience, and a national perspective.

## Name Usage

- When writing out the name of the organization, Nonprofit Leadership Alliance should be used in first references. For second references "the Alliance" is acceptable. This includes social media.
- When referring to the Alliance's annual conference, use Alliance Management Institute in all first references (AMI is acceptable in second references only).
- Spell out Certified Nonprofit Professional credential in first references. CNP credential is acceptable in second references.

## Campus Program Names

- Preferred usage when referring to campus programs:
  - o Program Name: XYZ University's Nonprofit Leadership Alliance Program or The XYZ University Nonprofit Leadership Alliance Program
  - o Student Association Name: Nonprofit Leadership Alliance Student Association at XYZ
  - o Student Association Facebook Page: Nonprofit Leadership Alliance Student Association at XYZ
  - o Student Association Twitter Handle: @NLA\_GSU or @NLA\_GeorgiaState
  - o Student Association LinkedIn Account: Nonprofit Leadership Alliance Student Association at XYZ

## For Questions

Please direct questions on the brand standards to Christa Beall Diefenbach, [christa@nonprofitleadershipalliance.org](mailto:christa@nonprofitleadershipalliance.org).