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The National Ability Center empowers individuals of all abilities by building self-esteem, confidence and lifetime skills through sport, recreation and educational programs.

**WHAT WE DO**
- Empower individuals
- Build self-esteem
- Encourage confidence
- Provide lifetime skills

**WHO WE SERVE**
- All abilities
- All ages
- All geographies

**HOW WE DO IT**
- Adaptive recreation
- Outdoor adventure
- Education & Training
Our vision is to inspire individual achievement and create a global impact for people of all abilities.
All adventures (including Splore) and recreation programs (including Equestrian)
Athletic competition (high performance, Team Flyers, athletes)
Education and ability awareness programming for today and beyond (international impact)
Experiences custom-tailored to military, other organizations, groups or individual goals
Rentals and assessments to find just the right fit for adaptive needs
Tools, education, events and content for people to use to activate and join the movement

BRAND PILLARS

EXPLORE

COMPETE

EDUCATE

CUSTOMIZE

DIY

IMPACT

SPLORE

MILITARY

BRAND PURPOSE
BUILD THE ADAPTIVE NATION
The National Ability Center is represented by the mountain and the flow of the river. This mark symbolizes challenges faced and the journey to unlock one’s potential. These attributes are core to our organization – activity, empowerment and confidence.

“Everyone has their Everest.”
- Martin Frey (keynote speaker at NAC’s Saluting our Heroes).

Whether you are scaling your Everest or on your journey to what is possible, the National Ability Center empowers individuals of all abilities through outdoor recreation and adventure programs.
LOGO VERSIONS

1. PRIMARY LOGO: HORIZONTAL
The horizontal logo with the company name to the right of the mountain icon should be used whenever possible.

2. SECONDARY LOGO: VERTICAL
For narrow spaces where the primary logo cannot be accommodated, use the vertically stacked logo.

3. MINIMAL DETAIL LOGO
When the detail in the logo’s brush stroke is too difficult to reproduce, like in embroidery for example, you may use the ‘minimal detail’ version of the logo.

4. ICON ONLY LOGO
In contexts where the viewer is already familiar with our brand, the ‘icon only’ logo version can be used as a stylistic alternative. Examples of appropriate use might be for internal docs, specialized gifts or when the logo has been previously introduced (such as a brochure or presentation).

5. ICON ONLY LOGO: MINIMAL DETAIL
Same rules from number three and four apply.
Clear space is the area around the logo that must remain clear of all elements. Clear space allows for consistency, recognizability and tasteful presentation of the logo. The size of the clear space changes relative to the size of the logo. Clear space rules apply to all versions of the logo. For questions about using the logo on top of an image, refer to pg 11.

**LOGO CLEAR SPACE**

Clear space is the area around the logo that must remain clear of all elements. Clear space allows for consistency, recognizability and tasteful presentation of the logo. The size of the clear space changes relative to the size of the logo. Clear space rules apply to all versions of the logo. For questions about using the logo on top of an image, refer to pg 11.

**MEASUREMENT**  
Clear space = 1/2 the height of mountain

**LOGO FILES**  
Clear space is built into the logo files for your convenience, indicated by the boundary of the file.

1. **PRIMARY LOGO EX.** Determine clear space by measuring 1/2 the height of the mountain icon (shown above as 'x').

2. **SECONDARY LOGO EX.** Maintain the determined clear space amount around the entire logo.

3. **LOGO FILES** Keep all elements clear from this area. (The grey border is shown only to indicate the clear space boundaries, do not use.)
LOGO MINIMUM SIZE

height ≥ .5"

width ≥ .75"

LOGO MINIMUM SIZE

The logo should never be sized smaller than described above.
ONE-COLOR LOGOS

LIGHT BACKGROUNDS
For one-color printing, the all blue (Pantone 2955) versions of the logo are preferred. When color is not available, the black versions (shown right) may be used.

DARK BACKGROUNDS
For dark backgrounds, use the all white logo versions. See the next page for details on using the logo on different colored backgrounds.

Note: The icon-only versions of the logo are not offered in black. This was intentional to avoid diverging too much from the brand.
LOGO BACKGROUNDS

Make sure the logo retains its clarity and legibility on all backgrounds. Here are a few examples to help you determine the best solution. When in doubt keep the logo on a white background.

LIGHT COLORS
The logo looks best on pure white. The light grey shown here is acceptable, but any darker and the logo would begin to lose clarity.

MID-TONES
It is best to avoid placing the logo on mid-tones like this 50% grey, but if unavoidable, the white version is most legible and feels cleaner than the black.

DARK COLORS
Only the white logo versions work on dark backgrounds.

IMAGES
Make sure the logo maintains readability, and clarity by placing it on backgrounds that offer plenty of contrast. Do not let elements in the image intersect with the logo or put the logo on top of busy textures.
COMMON MISTAKES

STRETCHING
Do not stretch the logo vertically or horizontally. Make sure the logo scales proportionately when using programs like Powerpoint.

EFFECTS & BORDERS
Do not add any effect to the logo like a drop shadow or reflection. Follow clear space rules and do not contain the logo in a box.

NEW VERSIONS
Do not create unauthorized versions of the logo (like changing the color or layout).

RESOLUTION
Use high resolution files to avoid pixelation. Vector files avoid this altogether.
BRAND COLOR PALETTE

Our primary color palette should be used in the vast majority of communications. Restricting the number of colors creates a unified, recognizable brand. The Navy and Duct Tape Grey are used most prominently, whereas the Moab Orange is an accent color and should be used with restraint. The Duct Tape Grey is simply a tint of black and does not require a Pantone equivalent.

COLOR TINTS
Color tints of our brand color palette are approved for use — except for the orange. When using color tints, make sure you are not creating a new color. You should start with the exact brand color values and then lighten the opacity to make a pure tint.

COLOR MODELS
Pantone® (PMS) / Spot Color
The Pantone Matching System (PMS) is a standardized color reproduction system. Pantone colors are pre-mixed, numbered inks (similar to paint at the hardware store). By standardizing the colors, anyone can refer to a Pantone color book and match to a specific swatch with extreme accuracy.

CMYK
The CMYK process is a method of printing color by using four inks (Cyan, Magenta, Yellow, and Black) which blend together to create other colors. CMYK is the most common method for printing, used in most office printers.

RGB / Hexadecimal
RGB and Hex (#) values are screen proxies for digital and web applications (incl. computer monitors and projectors).
BRAND ICONS

The primary icons represent each pillar of our brand. As shown above, only use the icons in the colors provided and on backgrounds that correspond to our brand color palette (pg.13). The icons should maintain the same relative size to each other.

Note: The white icons have been adjusted to accommodate for the thicker appearance of white outlines on a dark background. Thus, this file should only be used for dark backgrounds (navy or dark grey).

(Customize) (Explore)

PRIME ICONS

SECONDARY ICONS

The Military icon is a sub category of ‘Customize’ while the Splore icon is a sub category of ‘Explore’. Do not display the Splore icon on a dark background.

SPLORE GREEN

PANTONE 277
C 60 R 113
M 27 G 143
Y 96 B 64
K 8 # 718F40
BRAND FONTS

Our typefaces have been chosen for their simplicity and clarity and when used consistently, create a unified brand look. The fonts below should be used in all communications. Add info on where to find fonts.

FUTURA BOLD
Use for headings, titles and other accent items in small amounts. Do not use as body copy.

GANDHI SANS FAMILY
Used for body text, subheads and any other usage that requires a lot of copy.

LEMON TUESDAY
Lemon Tuesday is reserved for stylistic elements only. It should be used with extreme restraint as an artistic accent in tasteful amounts, preferably executed by a designer.

FONT USAGE EXAMPLES

The Gandhi Sans font family can be used in various ways. Mix upper and lower cases and different fonts weights to create variety. Note: The brand orange is approved for type, but it should be used with restraint.

HEADLINE EXAMPLE WITH GANDHI SANS BOLD
Subhead with Gandhi Sans Italic

Headline Example with Gandhi Sans Bold
SUBHEAD WITH GANDHI SANS BOLD

Headline Example with Gandhi Sans Bold
SUBHEAD WITH GANDHI SANS REGULAR

HEADLINE EXAMPLE WITH FUTURA BOLD

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BRAND PHOTOGRAPHY

Our images capture the spirit and energy of our brand. They provide a window into our world. Photography is a powerful tool, allowing us to capture and communicate our brand’s mission and core values. Through the use of imagery we can accurately portray the breadth of programs and audiences we serve. The following guidelines apply to all images, across all marketing vehicles including web, print and social media.

**STYLE**
In an effort to capture the moment and portray the true essence of what we offer, images should be focus on natural, unstaged environments and interactions. Photography should reflect a contemporary style.

**COLOR**
Vibrant colors should be used to communicate our energy. Photography should focus on natural, outdoor environments. We may employ specified filters where applicable.

**MOOD**
Core to our vision, photography should inspire individuals of all abilities to reach their highest potential. In order to communicate this message, images should capture joy, determination and action.

**DIVERSITY**
In order to properly communicate the array of programs and the broad audience we serve, general use photography should focus on a various programs, ability levels and age groups.
PEOPLE
People are a key part of our identity. Brand photography should not only capture the scene, but also the warmth and energy of our staff, participants, and families. Individual photography should be heavily focused on movement and confidence, while group photography should also portray collaboration and support.

FACILITIES
Our welcoming environment can be portrayed through crisp images of our facilities and surroundings. Images should be used to capture the facilities as well as the programs and people that they support. Emphasis should be given to the natural, vast outdoors setting that the National Ability Center offers, creating a sense of openness and freedom.

EVENTS
Focused on building community and generating support, our events present an opportunity to photograph the broad range of audiences, programs and ability levels we serve. Event imagery should be focused on capturing the moment in order to communicate the excitement, collaboration and shared success that define our events.
BRAND DO’S & DONT’S

BRAND DO’S

DISTINCTLY DIFFERENT
Create a look that is unifying, purposeful, distinctive and stands apart from the adaptive movement.

UTAH PRIDE
Celebrate the history and landscape of the home we are so proud of.

BRAND DONT’S

TIRED
Keep it fresh and modern. While the NAC is full of heart, we want to avoid “YMCA circa 1990s” vibes.

TRENDY
Add an edgy factor, but keep it timeless.

TIMID
Portray the brand as strong, confident and empowering.