

It is important that our logo be used consistently throughout the variety of print and electronic formats:

Web site: typically jpg file; 72 DPI resolution

Newsletter: How does the logo relate to the publication's title "NEA Newsletter"?

Brochures: membership, Archives on the Road, others?

Stationary: logo is positioned at the top; contact information at the bottom; standardized margin settings should be established for consistency

Envelopes: How does the logo relate to the position/style of the return address?

Mailing Labels: How does the logo relate to the position/style of the return address?

Business cards:

Advertisements:

Awards:

Program books:

Banners:

Promotional items: (pens, mugs, etc)

Receipts:

Watermark: may be used for stationery, PowerPoint, ads, etc

PowerPoint:

Consistency Factors

Font: If an unusual font is chosen, it may appear different in print if the publication does not have that font (unless it's embedded in the file)

Style: lowercase, uppercase, small-cap, italics, etc.

Size: must be legible; what looks good at 100% may not look good when reduced

Color (Grayscale): each element of the logo should specify colors by a Pantone ID number; grayscale use should indicate percentages of black (or other solid color) ranging from 100% down to 20%.

Alignment: may be advantageous to have centered and left-margin variations

General Guidelines

To ensure legibility, keep the area around the logo clean and clear of any other graphic elements and logos. When juxtaposed with the logo of another organization, our logo must be of equal or larger size.

Never alter the arrangement of the logo; use in full without distortions. Do not extract portions of it or replace parts of the logo.

Use of an outline or border around the logo is unacceptable.

Be aware of color backgrounds or color contrasts (shading) that reduce the graphic integrity of the logo.

Do not position the logo at an angle.

The logo may not be inserted into another logo or design.

The minimum size of the logo should be [2"] across.

The preferred placement for the logo with address line is centered over the address.

When necessary for space considerations, the logo can be to the left of the address lines.

Elements of the logo:

Full name of the organization: How many lines? What font? What sizes? What Styles?
What colors? Horizontal versus vertical orientation?

Use of acronym: (optional)

Use of descriptive "tag" line: (optional)

Use of visual/symbolic image: If you were to describe an archives/archivist without using words, what images come to mind?

Other organizations with logos using an "NEA" acronym:

National Education Association: www.nea.org

National Endowments for the Arts: www.nea.gov

New Enterprise Associates: www.nea.com

Nuclear Energy Agency: www.nea.fr

New England Archivists of Religious Institutions: www.csjboston.org/NEARI.htm

Also see SAA logo: www.archivists.org