

NAPSA

BRANDING GUIDELINES

Logo Specifications

For brand consistency, the NAPSA logo should always be displayed as it is shown, and never altered in any way.



The Parts of the Logo

- The logomark (abstract sweeper brush icon)
- The wordmark (NAPSA North American Power Sweeping Association)

Logo Usage and Size

The logo should never be altered in any way and should always be scaled proportionally. In rare cases, when presented on darker backgrounds, the logo may be displayed in an alternate white version.



The clear space around the logo should allow, at minimum the width of the “N” in NAPSA, around all sides of the logo, as shown below.



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Usage

To ensure the reputation and recognition of the **North American Power Sweeping Association (NAPSA)** brand, partners and members in good standing have a set of guidelines for appropriate licensed use of NAPSA logos.

Logo Use for Members

Only the NAPSA and its members may use the NAPSA logos. Limited, nonexclusive, nontransferable usage rights of the logos are granted to NAPSA members in good standing pursuant to the rules set forth by the NAPSA. A member's license to use the logos automatically terminates if, for any reason, the individual ceases to be an NAPSA member in good standing.

Members in good standing are members whose dues payments are current and have not been suspended or expelled from the NAPSA as a result of compliance-related matters. Questions regarding membership status should be directed to info@powersweeping.org.

Use of the logo for members in good standing includes business cards, stationery, letterheads and business-related websites. Members are also permitted to use the NAPSA logo as a link from the member website to the NAPSA website. The NAPSA marketing committee should be notified of intended use of the NAPSA logo by members in good standing, to ensure the logo is used properly.

Collateral use of a logo by a non-member, such as a journalist naming a member in a news article, is acceptable without NAPSA's written permission provided that the non-member's use of the correct logo only refers to membership in NAPSA and does not indicate or imply that the non-member is a member or that the NAPSA endorses, sponsors or approves of a good, service or idea.

Incorrect Logo Usage

Misuse of the NAPSA logo by a **non-member** will result in the individual receiving a communication from NAPSA or our legal counsel requesting that they immediately stop using the logo without authorization.

Misuse of the NAPSA logo by a **member** will result in the individual receiving a communication from NAPSA with instructions on how to correct the misuse and a deadline for making the required correction.

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Color Specifications

Primary Colors (for both print and digital use)



NAPSA Green
RGB: 98 148 63
CMYK: 67% 23% 100% 6%
Hex: #62943f



NAPSA Blue
RGB: 19 54 89
CMYK: 99% 81% 39% 31%
Hex: #133659



NAPSA Gray
RGB: 115 113 112
CMYK: 55% 48% 48% 15%
Hex: #737170

Secondary Colors (for both print and digital use)



Light Grey
RGB: 244 244 244
CMYK: 3% 2% 2% 0%
Hex: #f4f4f4



Orange
RGB: 255 118 0
CMYK: 0% 67% 100% 0%
Hex: #ff7600



Blue
RGB: 39 79 134
CMYK: 94% 75% 21% 6%
Hex: #274f86



Light Green
RGB: 119 161 55
CMYK: 59% 18% 100% 2%
Hex: #77a137

Typography Specifications

The NAPSA logo uses Vipnagorgialla. No other typefaces should ever be substituted for use in the logo.

For web and print collateral, Vipnagorgialla, Montserrat, and Proxima Nova fonts are used.

Montserrat can be used for “headings” and Proxima Nova is used for long bodies of text.