The New England Center
for Children®

Autism Education and Research

The New England Center
for Children®

Autism Education and Research

مـركـز نـيـو إنـجـــلانـد
للأطفال
الـتوحــــد: تعليـــمٌ وبـحـــوث

Brand Identity Guidelines

July 2017

1. The Logo

2. Other Design Considerations

Overview

These guidelines are provided to help The New England Center for Children® (NECC®) employees and other entities correctly use NECC's logo and brand style.

Important: NECC approval required.

All uses of NECC's logo in print, video, or online must receive prior NECC approval before publishing and be in adherence with these guidelines.

For questions and requests for approval contact Michele Hart at mhart@necc.org or 508.481.1015 x4049.

Logo Components

The NECC logo comprises three components. Unless specifically addressed in these guidelines, all three components must be present when using the NECC logo.

Mark

The mark (the open door) is the pictorial element of the NECC logo. It represents the original tagline of "opening doors for children with autism."

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Name

NECC's name is spelled out to establish the brand.

Tagline

NECC's tagline creates a clear positioning statement.

Logo Colors and File Names

The NECC logo color options are blue and black, black, blue and white, and white. Do not assign any other colors to the logo. When printing one-color documents, use the black-only or white-only version of the logo in your layouts. You may also use the white-only version on darker web displays when the color logo clashes or is not clearly visible.

File Names

The New England Center for Children®
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Blue & black (primary logo)

necc-logo-rgb.jpg (for web use)
necc-logo-cmyk.jpg (for document printing)
necc-logo-cmyk.eps (for vendors)
necc-logo-pms640+black.eps (for vendors)
necc-logo-web.png (transparent background)

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Black

necc-logo-black.jpg
necc-logo-black.eps

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Blue & white
Use this version when the logo will appear on black or dark colors.

necc-logo-reverse.png
necc-logo-reverse.eps

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White
Use this version when the logo will appear on black or dark colors and the "Blue & white" logo will not work (is not clearly visible or clashes, such as with a red background.)

necc-logo-white.png

Abu Dhabi Logo Colors and File Names

NECC- Abu Dhabi, or NECC-AD, uses a similar logo, however the English translation is on the left and the Arabic is on the right. All logo branding guidelines apply to the Abu Dhabi logo.

File Names

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مــركـز نــيــو إنــجـــلانــد
للأطـفـال
الـتـوحــد: تعليـــُم وبـحـــوث

Blue & black (primary logo)

necc-ad logo rgb.jpg (for web use)
necc-ad logo-cmyk.jpg (for document printing)
necc-ad logo CMYK.png (transparent background print)
necc-ad logo RGB.png (transparent background web)
necc-ad logo Pantone 640 and black.eps (for vendors)

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Reverse
Use this version when the logo will appear
on black or dark colors.

necc-ad logo reverse.eps (for vendors)
necc-ad logo reverse.jpg (for print and web)

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للأطـفـال
الـتـوحــد: تعليـــُم وبـحـــوث

Black

necc-ad logo black.png (transparent background)
necc-ad logo black arabic & english.eps (for vendors)
necc-ad logo black.jpg (for print and web)

Minimum Size

In Print

To ensure consistency and readability of the logotype and tagline, do not use any smaller than 2 inches wide.

The New England Center
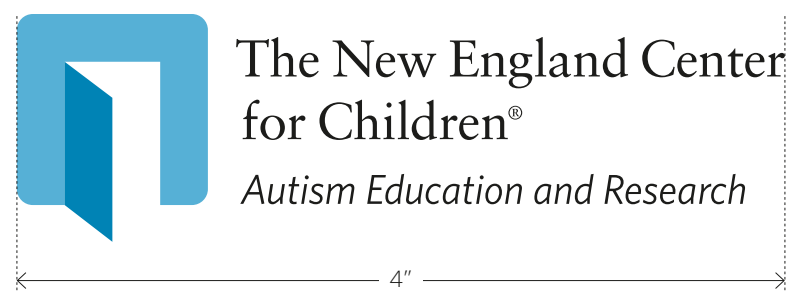for Children®
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2"
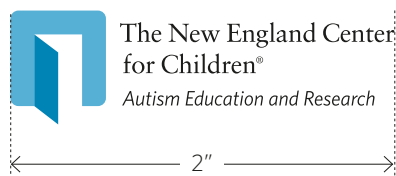
On the Web

Do not use smaller than 300 pixels wide. Note that the Mark (the open door) may be used alone in social media when the frame is a square, and when readability of both the name and tagline are impacted. The name of the Center must appear on the page elsewhere.

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300 pixels

On Apparel

The minimum width of the NECC logo for use on apparel is 4 inches.

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4"

Clear Space

To enhance presentation and ensure readability, leave sufficient clear space around the logo. As a general rule of thumb, the clear space surrounding the logo on all four sides should be at minimum the width of the frame and open door at whatever size the logo is used. Do not place photos, typography or other graphic elements inside the minimum clear space.

**Full width of frame
and open door**

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Incorrect Use

1. Don't reposition, re-size or separate parts of the logo.

2. Don't make a pattern or texture out of the logo.

3. Don't recolor the logo. *Note that the white logo will take on some background color (the doorframe) when used on a color background. This is acceptable.

4. Don't apply any effects to the logo

5. Don't overlap text or other graphics on the logo– follow clear space requirements.

6. Don't alter the transparency of the logo.

7. Don't rotate the logo.

8. Don't place the logo with a white or black background (jpgs) on a different color background. Use an eps or png file instead, which have transparent backgrounds.
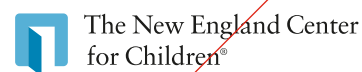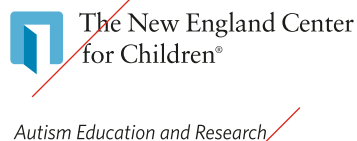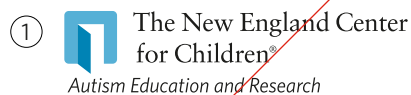
Special Uses

In some instances, the logo will not fit in the layout that another organization or online platform requires; for example, when a logo must fit into a square box. This can be seen in social media (see NECC Facebook and Twitter) and on conference sponsorship communications from other organizations. In these cases, it is acceptable to use a modified version of the logo that continues to represent the NECC brand.

For social media, the icon (door) may be used alone, as long as the full name of the organization exists nearby. Do not use the logo format of the name - simply type it, as seen to the right:

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If the logo is unreadable in its current format because an external organization uses logos at a very small size or in a square format, you may use the stacked version of the logo, as seen to the right, w*ith the tagline or without.*

Stacked logo uses are on a case-by-case basis. **Please contact Michele Hart in Marketing to get these logos.**

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Logo Files

Art files for NECC's logo are provided in EPS, JPEG and PNG formats.

.eps - original vector art. Use with print vendors and when the file must be re-sized to a large degree.

.jpg- have a white or black background. These may not be edited, however you may scale the logo minimally with proportions locked. Keep in mind file resolution.

.png - have a transparent background. These may not be edited, however you may scale the logo minimally with proportions locked. Keep in mind file resolution.

If you have questions or need help developing the correct size logo in the file format you require please contact **Michele Hart at mhart@necc.org or 508.481.1015 x4049.**

Color Palette

Color creates instantaneous impressions that are, to a large degree, universally understood on a subliminal and emotional level. Consistent use of color will help reinforce the NECC brand. Tints of the colors can extend the palette visually. For greatest impact, use the colors at 100% opacity.

Primary Colors

PMS 640
RGB 0/130/183
CMYK 100/0/0/22
HTML #008FC5

PMS 50% 640 or PMS 297
RGB 138/186/220
CMYK 50/0/0/11
HTML #63BCDF

Secondary Colors

PMS 282
RGB 25/60/84
CMYK 100/87/57/35
HTML #193C54

RGB 9/87/126
CMYK 93/59/28/12
HTML #0D5E84

RGB 147/171/81
CMYK 42/11/84/1
HTML #93AB51

RGB 208/240/113
CMYK 18/0/65/0
HTML #D0F071

RGB 255/120/40
CMYK 0/59/89/0
HTML #FF7828

RGB 76/77/78
CMYK 69/56/55/25
HTML #4C4D4E

RGB 150/160/163
CMYK 38/23/24/0
HTML #96A0A3

Typography

Consistent use of fonts helps reinforce the NECC brand. The primary typeface for NECC communications is Sabon. Sabon appears in the NECC logo (the Name) and is used on NECC stationery. Sabon may be used for document titles and headings. The secondary typeface for NECC is Whitney (the Tagline). Whitney may be used for headings and body text. For complete details on typeface size and use see the NECC Communications Style Guide.

An acceptable substitute font for Sabon is Palatino Linotype and an acceptable substitute font for Whitney is Ebrima.

Sabon Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sabon Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sabon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sabon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Palatino Linotype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Whitney Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ebrima Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz