# Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Exchange personality</td>
<td>2</td>
</tr>
<tr>
<td>Logo components</td>
<td>3</td>
</tr>
<tr>
<td>Exchange emblem and logo</td>
<td>4</td>
</tr>
<tr>
<td>Clear space around the logo</td>
<td>5</td>
</tr>
<tr>
<td>Official Exchange colors</td>
<td>6</td>
</tr>
<tr>
<td>Logo in color</td>
<td>7</td>
</tr>
<tr>
<td>Logo in black and white</td>
<td>8</td>
</tr>
<tr>
<td>Logo size and placement</td>
<td>9</td>
</tr>
<tr>
<td>Using Exchange colors</td>
<td>10</td>
</tr>
<tr>
<td>Unacceptable uses of the logo</td>
<td>11</td>
</tr>
<tr>
<td>Typography</td>
<td>13</td>
</tr>
<tr>
<td>Using images and photographs</td>
<td>14</td>
</tr>
<tr>
<td>Personalized stationery</td>
<td>15</td>
</tr>
</tbody>
</table>
Introduction

A strong identity can be a powerful tool in the marketplace. Our logo’s consistent appearance and correct use can increase its recognition and strength to the public. Our goal is to project the same professional image, regardless of where it is being used; whether it’s in a newsletter, T-shirt, or stationery.

In this guide, we will explain the standards for the use of Exchange’s logo in several applications. In the past the use of our logo has been unregulated. This has blurred our image because a clear message was not reaching the public. The guidelines apply to all visual communications materials for The National Exchange Club. Remember that you are preserving the integrity of Exchange’s most valuable asset: it’s image.

Our logo’s consistent appearance and correct use increase its recognition and strength to the public.
# Exchange personality

<table>
<thead>
<tr>
<th>Corporate Values</th>
<th>Exchange’s Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrity</td>
<td>Accomplished</td>
</tr>
<tr>
<td>Patriotism</td>
<td>Creative</td>
</tr>
<tr>
<td>Respect</td>
<td>Trustworthy</td>
</tr>
<tr>
<td>Humility</td>
<td>Committed</td>
</tr>
<tr>
<td></td>
<td>Organized</td>
</tr>
<tr>
<td></td>
<td>Proactive</td>
</tr>
<tr>
<td></td>
<td>Successful</td>
</tr>
<tr>
<td></td>
<td>Enthusiastic</td>
</tr>
<tr>
<td></td>
<td>Dedication</td>
</tr>
</tbody>
</table>

These are the values and attributes that The National Exchange Club wants to portray to the world about the organization and its members. If everyone helps to convey the same message, Exchange will grow stronger. However, if the logo is used inappropriately, it sends a negative message to the world that Exchange is sloppy and unorganized.

By using the logo in the correct way we can strengthen our image and send our positive message into the nation.
The Exchange logo is made of the Exchange Club emblem and with a large word “EXCHANGE” and smaller “THE NATIONAL EXCHANGE CLUB” in all capital letters to the right of the emblem. A registration mark (®) is set between the Emblem, and the word “EXCHANGE.” This logo is the one adopted by the organization and should not be altered in any manner that is not described in this style guide.

This above logo is the official symbol for all visual communication materials. Visual communication includes but is not limited to: publications and collateral materials (postcards, posters, flyers), stationery, advertisements, signage, and websites and other forms of electronic media (broadcast television, media boards, video, CD/DVD). The logo is a registered trademark of The National Exchange Club.

The words “THE NATIONAL EXCHANGE CLUB” can be personalized to read a club or districts’ name.

The logo is available for download on the National Exchange Club website in the Member Area, or a higher resolution logo is available from the Communications Department at commun@NationalExchangeClub.org.
Clear space around the logo

When using the Exchange Club logo, it is important that no other objects or text are too close to the logo. The space surrounding the logo is referred to as “clear space”. No other type or other element should be positioned inside this clear space. It is important to leave 1/8” to 1/4” clear space around the logo so it is not crowded by other elements and can stand on its own.
The official Exchange colors

- PMS Reflex Blue U
- PMS 201 C
- PMS 872 U metallic

Our gold is metallic, but can be converted to a 4-color process when metallic ink is not available.
The logo may be used in one color of the three official colors. Use only 100% versions of these colors, do not use lighter percentages of the colors. It is important to use the appropriate Exchange Club colors to maintain our look.
Logo in black and white

**DO**

![Correct logos](image1.png)

**DON’T**

![Incorrect logos](image2.png)
Logo size and placement

The logo can be placed anywhere on the page. However, the logo must be at least $\frac{1}{4}$” away from the page edge to avoid printer margins and cut-off.

The logo should never appear below a minimum size of $\frac{3}{16}$” height. This height is measured from the bottom of “The National Exchange Club” to the top of the word “Exchange.” It can easily be measured from the right side of the logo with the “E.” See the example below as the smallest size the logo should be.
Using Exchange colors

The examples shown here demonstrate the correct background colors for the Exchange Club logo.

The official colors of The National Exchange Club logo is Reflex Blue for “Exchange,” Pantone 201 Red for “The National Exchange Club,” and Reflex Blue and Pantone 872 Gold for The National Exchange Club emblem on a white background. If this cannot be followed, then an all black or one-color logo should be used. Exceptions to the color restrictions may be granted by National Headquarters.

When appearing on a one-color background of black, blue, red, or gold, only use white for the type. Using colors for the type won’t provide sufficient contrast.
Unacceptable uses of the logo

The Exchange Club logo is a representation of the organization and a symbol of our quality and unity. Preserving its integrity requires using the logo consistently, according to the logo guidelines. To download Exchange-approved logos and other Exchange artwork, members can access the Member Area of Exchange’s website: Member Resources > Logo/Artwork.

• Do not alter the logo in any way;
• Do not substitute colors, unless granted specific permission by National Headquarters;
• Do not use the logo as a repeated pattern, such as a background or border pattern;
• Do not reproduce the logo with any method (such as embroidery at small sizes) that cannot show the true shape of the letters;
• Do not place the logo on any solid or gradient color background that will not allow enough contrast for clear readability.

The Emblem may not be used as an alphabetic character, a number, or any symbol.

The Emblem may not be used with a district or club name, as a header or footer, unless it is the Exchange-approved logo/Emblem.

Neither the Emblem nor the Exchange logo may be incorporated within unapproved logo-type, or artwork. All districts and clubs are to be branded with only Exchange-approved logos/Emblems.

DON’T

Incorrect use of logo colors. If the correct colors cannot be used, the logo should be displayed in one color.

Incorrect use of the emblem and type. Do not use the emblem with a club (or district) name, unless it is the Exchange-approved logo, as a header or footer.

Incorrect use of type. Do not alter the type in any way to make it italic, bold, or underline.

Incorrect use of the emblem and type. Do not incorporate the emblem as an alphabetic character (number or symbol) into logo-type, or artwork.
**DON’T**

Incorrect use of logo color on black background. Use reversed white version on black or other dark backgrounds. Do not use a color logo on a black background.

Incorrect use of logo colors. If the correct colors cannot be used, the logo should be displayed in one color.

Incorrect use of logotype. Do not “screen” or lighten the logotype from black or any of the colors.

Incorrect use of the emblem. Do not reproduce the emblem as a pattern in the background and omit it from the logo.

Incorrect use of reversed logotype on a background with insufficient contrast. Use a dark background or black with a white logo.

Incorrect use of reversed logotype on a background with insufficient contrast. Use white or other light backgrounds with a black logo.
The National Exchange Club has adopted the following two typefaces because of their legibility and universal appeal. With options offering a variety of functional and creative uses, these typefaces lend a consistent, professional and legible appearance to all Exchange Club print and online materials. They may be used in many types of applications, such as newsletters, T-shirts, billboards, and countless other things.

**Ensuring readability**

To ensure easy readability of text, do not use below 9 point size. If smaller, the letters will be too small to read in large amounts of body copy. Either font can be used for body text or headlines and sub-headings.

**Futura**

- **ABCDEFHJKLMNOPQRSTUVWXYZ**
- **abcdefghijklmnopqrstuvwxyz**

Futura Book can be used for body text and picture captions.

**Futura Bold can be used for headlines and subheads. It is viewed well at larger sizes.**

Futura Bold Condensed can be used for subheads and smaller expanses of copy. It is not to be used at small sizes.

Futura Light can be used for pull-quotes or other small amounts of text.

**Adobe Garamond**

- **ABCDEFHJKLMNOPQRSTUVWXYZ**
- **abcdefghijklmnopqrstuvwxyz**

Adobe Garamond Regular can be used for body text and picture captions.

Adobe Garamond Semibold can be used for headlines and subheads.

Adobe Garamond Italic can be used for sidebars and other small amounts of text. Italic should not be used for body text or at small sizes.
Using images and photographs

Photographs and other images can be an essential component of a club’s newsletter or website. They showcase the projects and important activities, and can be the highlight of any document when used appropriately.

One of the most important things to remember when creating with pictures is to use the correct image size for the document. For example, a printed document requires a higher resolution than an email newsletter to look good. Aim for a standard picture file of 300 dots per inch (DPI) for printed documents, and 72 DPI for online documents. Higher file sizes for print and lower for web help with image quality and ease of use. This goes not only for images, but using the Exchange logo as well.

Another important thing to keep in mind is not to use web-sized images for printed media and vice versa. Too small file sizes in a printed document can cause it to look pixelated and edges jagged. Too large file sizes used online will increase download time.
Personalized stationery

The National Exchange Club headquarters can fulfill all your stationary printing needs, from personalized letterhead and envelopes, to note and business cards. Club and district bulletins or other projects can also be printed by headquarters, at competitive rates.

Contact the communications department for options and a quote on printing your district bulletins.
The last word

Our logo’s consistent appearance and correct use can increase its recognition and strength to the public. Important details that help us present a consistent image strengthen our presence to others – you can either reinforce or confuse Exchange’s image depending on how closely you follow our standards. Our goal is to project the same professional image, regardless of where it is being used, whether in a newsletter, T-shirt, or stationery.

It is important to follow these guidelines when creating any material for your club or district that includes the Exchange logo. You are representing the organization and should portray the utmost of professionalism and integrity.

Please refer to this book when using the Exchange logo in new materials for your club or district.

The consistent use of our logo will give the public a positive and memorable view of Exchange.