

This condensed guide will help you apply The National Exchange Club identity guidelines in a consistent and conscientious manner to strengthen our image and send our positive message into the nation. Please use this condensed guide in conjunction with the complete *National Exchange Club Branding Guide* available on the Member Resources section of Exchange's website > Logo/Artwork page.

## Logo Components



## Custom Club/District Logo

### Horizontal Logo

The full logo with Exchange and club/district name is the preferred logo choice; please use this version whenever possible.



### Vertical Logo

The "Emblem only" version, with partial club/district name, may be used when horizontal spacing is an issue and the full logo does not fit or look appropriate.



## Logo Colors

<b>Blue</b> #39499C RGB • 57 73 156 CMYK • 92 70 0 0 PANTONE Reflex Blue U	<b>Red</b> #9D2235 RGB • 157 34 53 CMYK • 7 100 68 32 PANTONE 201 C	<b>Gold</b> #AC936E RGB • 172 147 110 CMYK • 30 30 60 0 PANTONE 872 U
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## Unacceptable Logo Uses



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 logo. Do not stretch, skew, or distort.



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

## Typography

The Futura and Adobe Garamond font families are Exchange's primary typefaces. With options offering a variety of functional and creative uses, these typefaces lend a consistent, professional, and legible appearance to print and online materials.

### Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

### Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz