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**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Emblem</th>
<th>Logotype</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo.png" alt="Logo" /></td>
<td><img src="emblem.png" alt="Emblem" /></td>
<td><img src="logotype.png" alt="Logotype" /></td>
</tr>
</tbody>
</table>

**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 incorporate the emblem as an alphabetic character (number or symbol) into logo-type artwork.
- 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.

**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.

![Custom Horizontal Logo](logo_custom_horizontal.png)

**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.

![Custom Vertical Logo](logo_custom_vertical.png)

**Logo Colors**

- **Blue**: 
  - Hex: #39499C
  - RGB: 57 73 156
  - CMYK: 92 70 0 0
  - PANTONE: Reflex Blue U
- **Red**: 
  - Hex: #9D2235
  - RGB: 157 34 53
  - CMYK: 7 100 68 32
  - PANTONE: 201 C
- **Gold**: 
  - Hex: #AC936E
  - RGB: 172 147 110
  - CMYK: 30 30 60 0
  - PANTONE: 872 U

**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**

- A-Z: ABCDEFGHIJKLMNOPQRSTUVWXYZ
- a-z: abcdefghijklmnopqrstuvwxyz

**Adobe Garamond**

- A-Z: ABCDEFGHIJKLMNOPQRSTUVWXYZ
- a-z: abcdefghijklmnopqrstuvwxyz