

CHANGE THE WORLD



WITH A GIVING HEART

**National Philanthropy Day<sup>®</sup>**

# Visual Identity Guidelines

## 2007



National Philanthropy Day® (NPD), a program created and promoted by the Association of Fundraising Professionals (AFP), celebrates the contributions of outstanding donors, volunteers, businesses and foundations around the world.

AFP has developed a new visual identity program for NPD that symbolizes the qualities involved with these extraordinary efforts — individual dedication, community spirit and lasting impact.

These *Visual Identity Guidelines* have been created to help staff, chapters and other collaborators communicate a consistent, meaningful image for National Philanthropy Day®. Chapters and other users of the NPD signatures, please note:

- **Review the NPD Visual Identity Guidelines before downloading and using the signatures.** The NPD signature is available in a variety of different formats to ensure you have the correct one for the particular kind of document you're making (print, online, internal use, etc.). Make sure you're using the right signature in the appropriate manner. Page 8 of the guidelines will be especially helpful in this regard.
- Forward these NPD visual identity guidelines to your designer and/or printer along with the signatures.

If you have questions about these guidelines, please contact:

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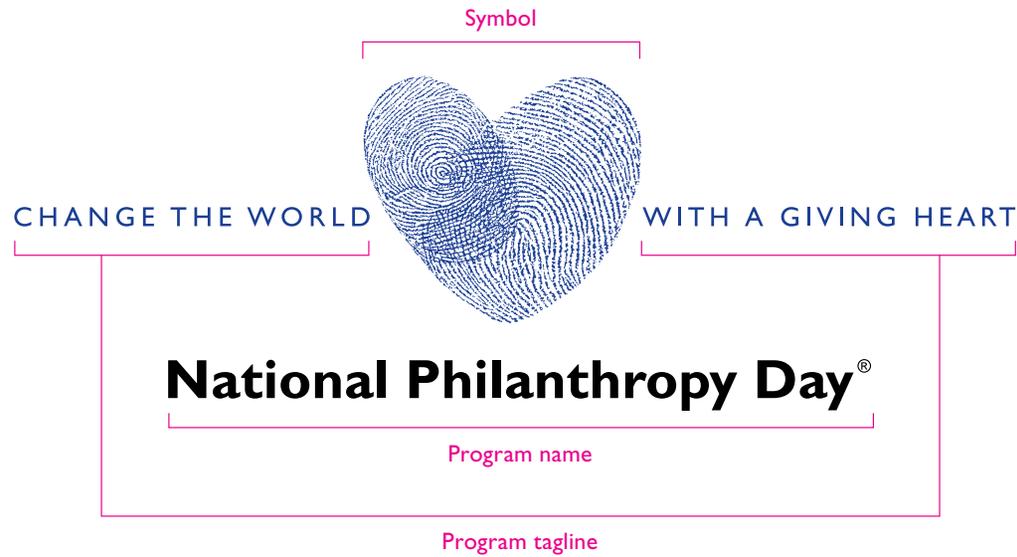
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The National Philanthropy Day® signature



### The National Philanthropy Day® (NPD) Signature

The NPD signature consists of three elements:

*The symbol — two thumbprints combined to form a heart*

*The program name — “National Philanthropy Day®” (includes the registered trademark symbol)*

*The program tagline — “Change the world with a giving heart”*

- Always use official electronic signature art; never attempt to create your own version of any part of the signature.
- Never separate the elements of the signature or use them as artwork unless approval is granted by AFP.

*See page 8 for more on choosing the correct file format for your specific application.*

*You can obtain official electronic signature artwork at the AFP website ([www.afpnet.org](http://www.afpnet.org)) by clicking on “National Philanthropy Day® & AFP Awards” in the lower left hand corner. Or use the direct link: [www.afpnet.org/hpdlogos.html](http://www.afpnet.org/hpdlogos.html).*

Acceptable horizontal and vertical signature configurations



Minimum size and clear space for the NPD signature



Acceptable Signature Configurations

The NPD signature is available in horizontal and vertical configurations to fit different applications.

- The horizontal configuration is preferred unless space dictates otherwise.
- The visual proportion, spacing and alignment of the elements in both signatures have been predetermined and may never be changed; there are no exceptions.

You can obtain official electronic artwork for each of the approved configurations at the AFP website ([www.afpnet.org](http://www.afpnet.org)). See page 2 for details.

Minimum Size

- The minimum acceptable size for the signature is based on the width of the symbol, which must be at least .75" wide.

Clear Space

- Always separate the signature from other accompanying text and graphic elements by a minimum specified distance of clear space.
- The precise amount of minimum clear space depends on the size of the signature used.
- Minimum clear space is expressed in terms of a specific measurement called 2x, which is twice the height of the capital letters in the program name.
- Using more than the minimum clear space is always acceptable.

NPD Blue with color conversions for print and electronic media

<b>Custom Color</b>	
PANTONE® 072	
<hr/>	
<b>4-Color Process</b>	
Cyan	100
Magenta	79
Yellow	0
Black	0
<hr/>	
<b>Hexadecimal Color</b>	
Red	3D
Green	00
Blue	A4

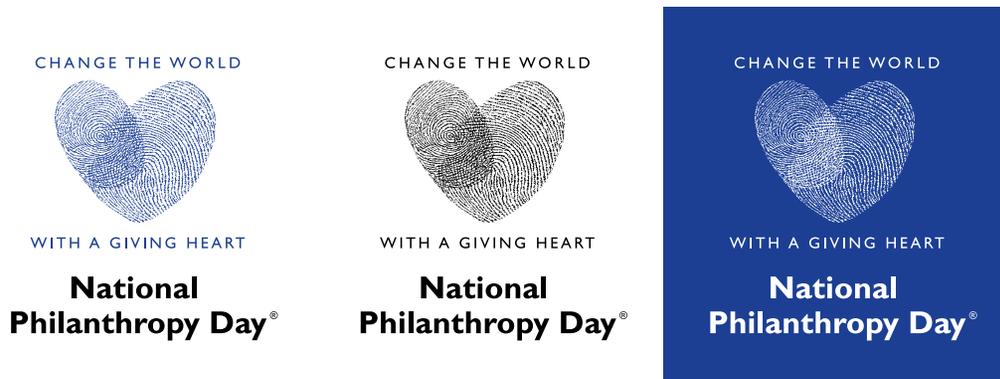
**Official Color**

NPD Blue (PMS 072) is the official color of the NPD visual identity program.

- The preferred version of the signature incorporates the symbol and program tagline in NPD Blue and the program name in black. *See page 5.*
- Always make NPD Blue the first color of choice for two-color and multi-color communications.
- When communicating in a medium other than print (on the Web, for example), or when using printing or production processes that don't permit PANTONE® color choices, use the accompanying color conversions to remain as true as possible to PMS 072.

*PANTONE® is a registered trademark of Pantone, Inc.*

Approved color variations of the NPD signature



Approved Gill Sans (Adobe® version) type family

Gill Sans Light  
*Gill Sans Light Italic*  
 Gill Sans Regular  
*Gill Sans Italic*  
**Gill Sans Bold**  
***Gill Sans Bold Italic***

Adobe® is either a registered trademark or trademark of Adobe Systems Incorporated in the United States and/or other countries.

**Color and the NPD Signature**

- The NPD signature may appear in three approved color variations only — NPD Blue/black, black and reverse.
- The preferred version incorporates the symbol and program tagline in NPD Blue and the program name in black.
- The signature may be applied over a solid background color or photograph only if the clarity and visibility of the signature is not compromised.

*You may obtain official electronic artwork for each of the approved color variations at the AFP website ([www.afpnet.org](http://www.afpnet.org)). See page 2 for details.*

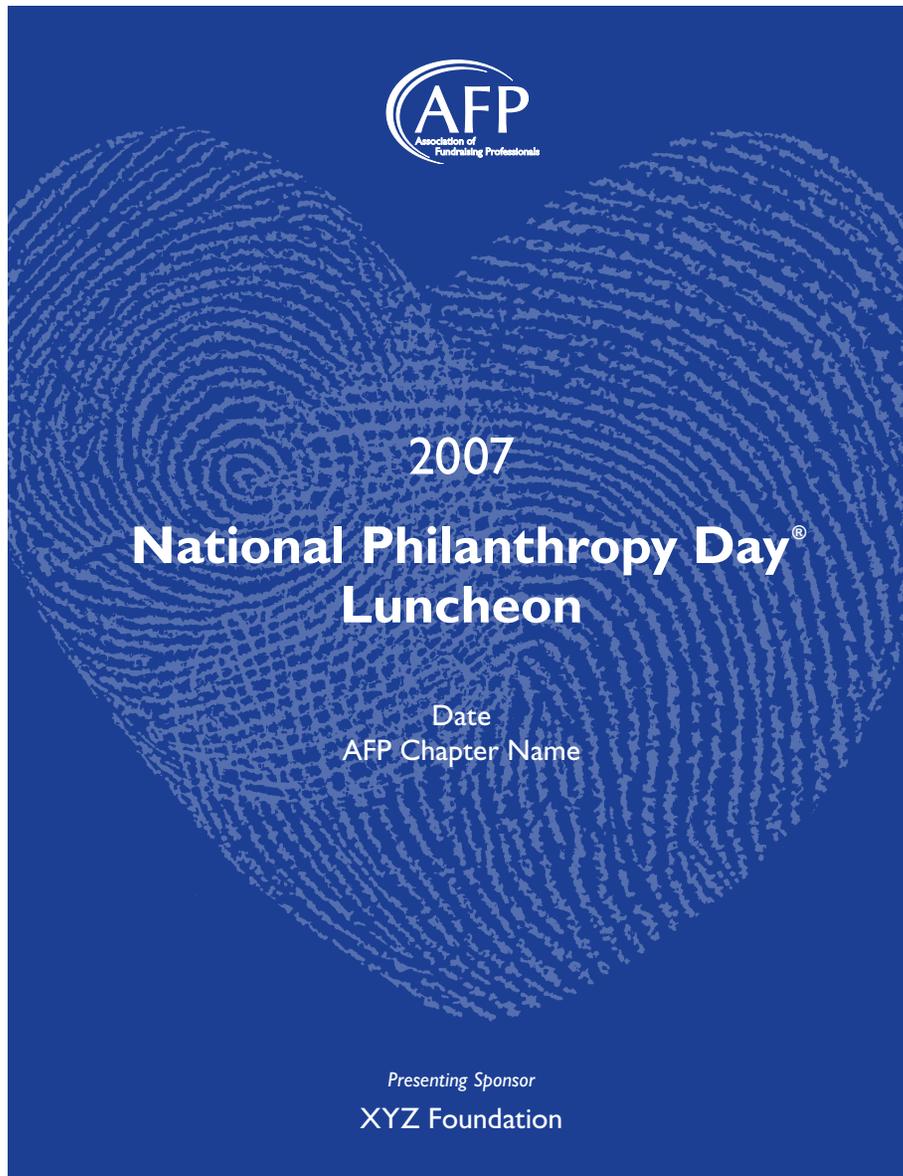
**Official Typeface**

Gill Sans (Adobe® version) is the official type family of the NPD visual identity program.

- Whenever possible, use the Gill Sans type family for NPD printed materials.
- Use only the light and regular weights for text and large headlines.
- Use the bold weight for subheads and emphasis within text.

*You may obtain the approved version of the Gill Sans type family at [www.adobe.com](http://www.adobe.com).*

The NPD symbol used as a graphic element



## Using the Symbol as a Graphic Element

The symbol, or portions of the symbol may be used as a graphic element on promotional materials. It may be cropped and rotated in these instances. See pages 6–9 for examples.

- Type or art may appear on top of the symbol as long as there is sufficient contrast between the elements. *Example: 100 percent black type on a 10 percent NPD Blue symbol*
- The complete NPD signature and AFP logo must appear at least once on the communication.

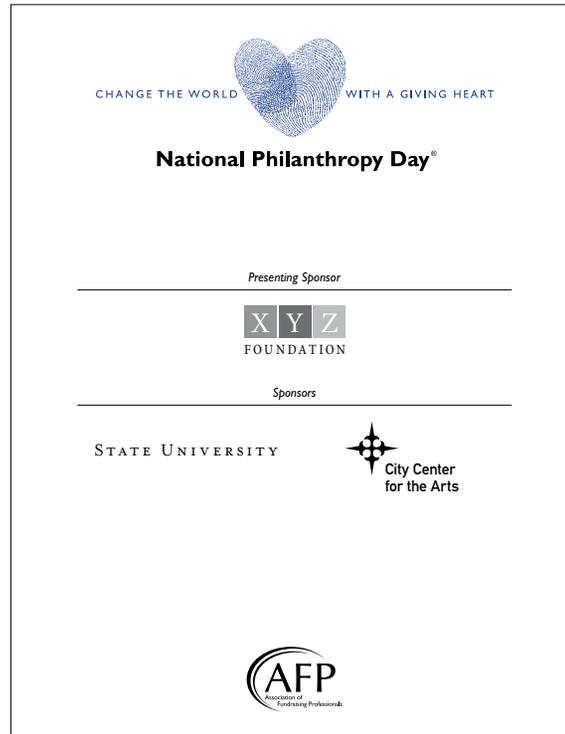
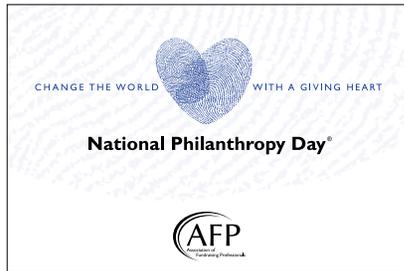
## Using the Symbol Alone

In certain instances where the complete NPD signature cannot be applied, the symbol may appear alone without the program name or tagline.

- The symbol may be engraved or inscribed in glass, metal, plastic or other material, as appropriate.
- All standards relating to clear space, color and size apply to the symbol used alone.
- Approval from AFP must be obtained in order to use the symbol alone.

*You can obtain official electronic artwork for the symbol at the AFP website ([www.afpnet.org](http://www.afpnet.org)). See page 2 for details.*

The NPD signature used with the AFP logo and with other logos

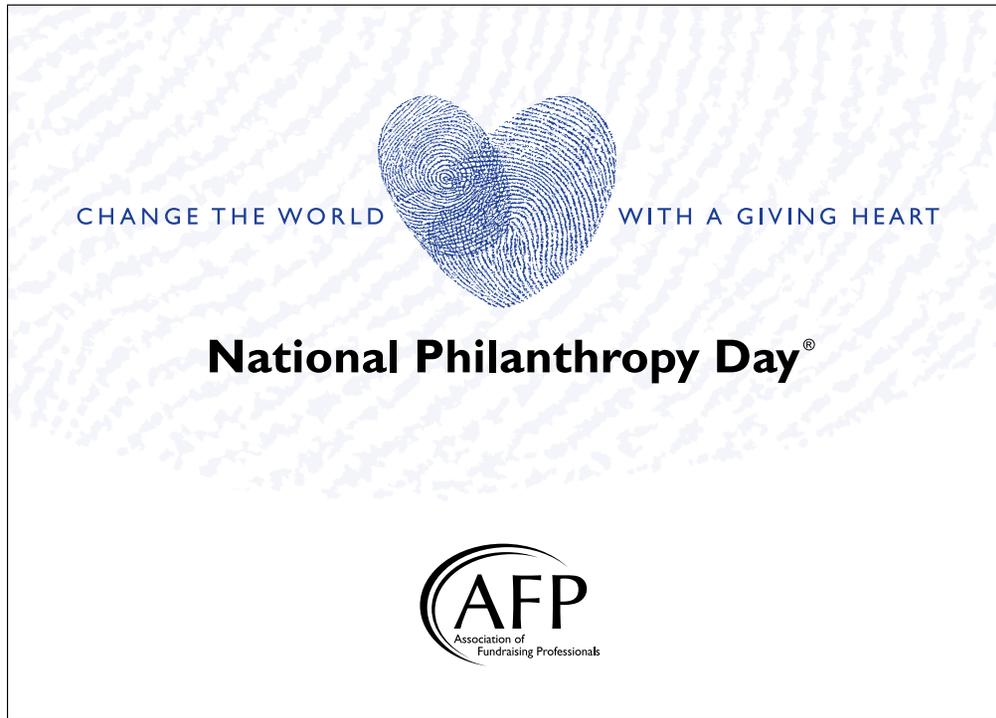


### Using the Signature with Other Logos

The NPD signature always will appear with the AFP logo and, on occasion, may appear with other organization or company logos.

- The NPD signature always should have primary importance.
- The AFP logo always should have secondary importance.
- Other organization or company logos should have tertiary importance.
- The complete NPD signature and AFP logo must appear at least once on each communication.
- All standards relating to clear space, color and size must be followed.

7" x 5" invitation — use EPS small format signature



8' x 2' banner — use EPS large format signature



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## Choosing the Correct File Format

The NPD signature is available in file formats specifically suited for both print and electronic communication.

### EPS Small Format

- Use EPS Small Format signatures when preparing art for professional digital or offset printing. *These signatures may be enlarged up to 200 percent (3" symbol width) or reduced down to 50 percent (.75" symbol width).*

### EPS Large Format

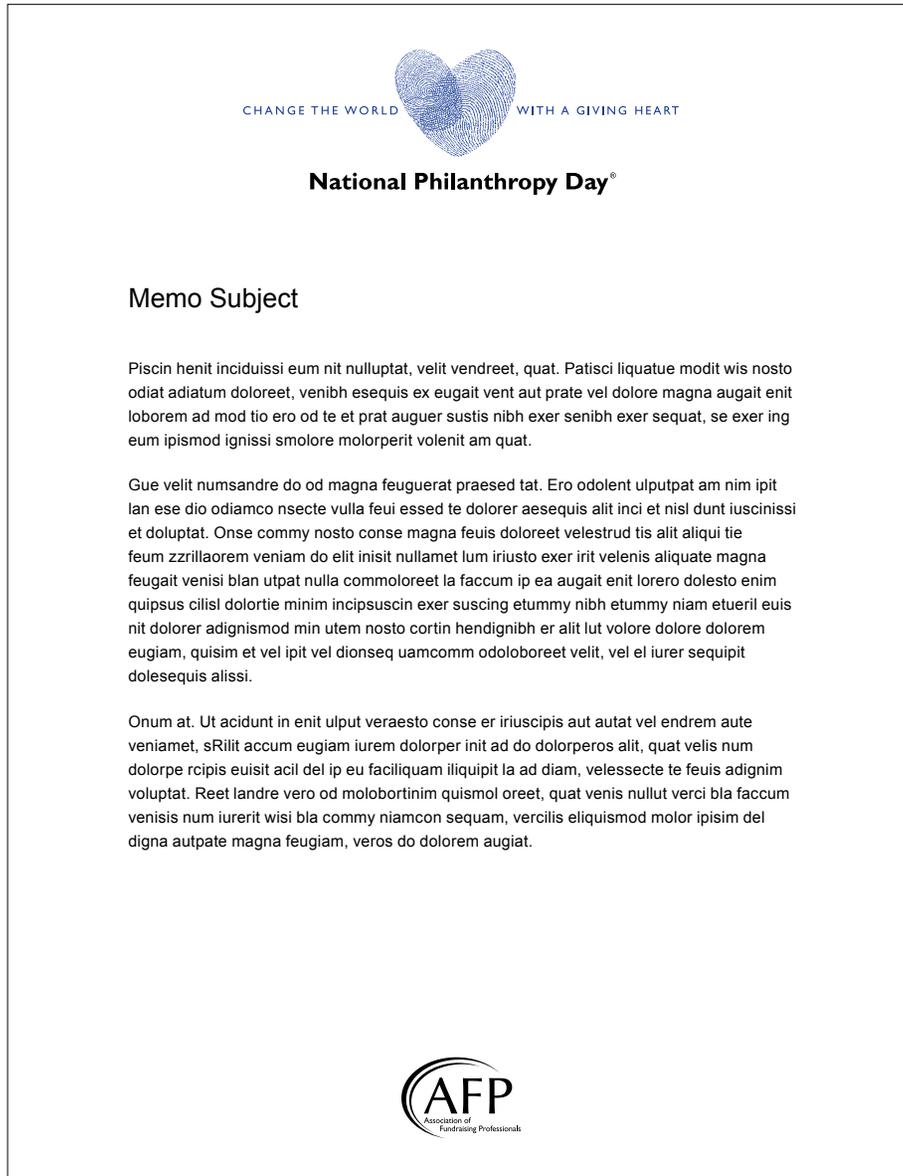
- Use EPS Large Format signatures when preparing art for large-scale print applications such as posters, signs or banners. *These signatures may be enlarged only.*

*Unless you have appropriate software (e.g., Adobe® InDesign®, Adobe® Illustrator®), you will not be able to view the EPS files. To view the signature, open or download the corresponding JPEG file.*

*You may obtain official electronic artwork in each of the above formats at the AFP website ([www.afpnet.org](http://www.afpnet.org)). See page 2 for details.*

(continued on next page)

8.5" x 11" laser-printed memo — use TIF signature



Choosing the Correct File Format

(continued)

**TIF**

- Use pixel-based TIF signatures when preparing art for internal office printing. *These signatures may be reduced only.*

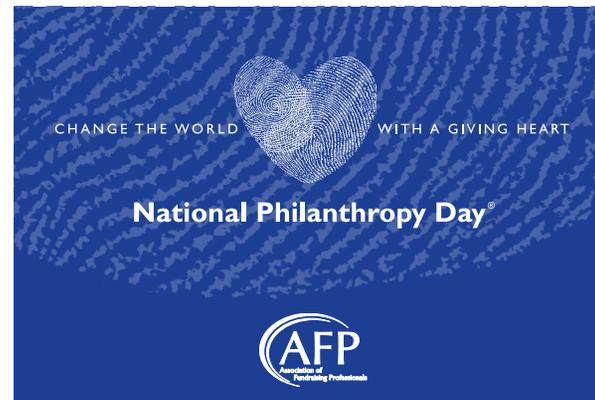
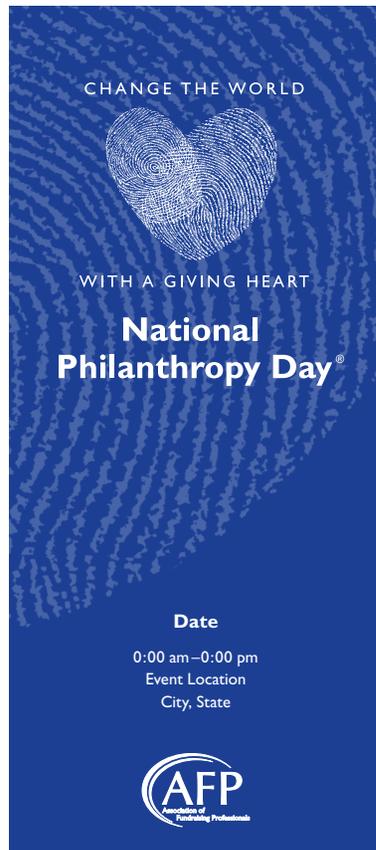
**JPEG**

- Use pixel-based JPEG signatures for electronic and web applications. *These signatures may be reduced only.*

*TIF and JPEG signatures are available in two of the approved color variations — NPD Blue/Black and Black.*

*You may obtain official electronic artwork in each of the above formats at the AFP website ([www.afpnet.org](http://www.afpnet.org)). See page 2 for details.*

## Templates for event pamphlet and postcard



## Design Templates

To help simplify the design process, use the predesigned Adobe® InDesign® CS templates as a basis to create:

- Pamphlets
- Invitations
- Postcards
- Program covers

*You can obtain electronic versions of the official templates at the AFP website ([www.afpnet.org](http://www.afpnet.org)). See page 2 for details.*

*Adobe® and Adobe® InDesign® are registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.*