NAAE STATE ASSOCIATION LOGOS

The following state association logos are available for download from the **NAAE Branding Center** on our website. We offer state association logos as SVGs and PNGs. If you need your state association logo in a different file format, please contact NAAE staff.

**Full Color Logo for
Solid Backgrounds**
Use on documents with
solid color backgrounds.

**Full Color Logo for
White Backgrounds**
Use on documents with
white backgrounds.

**White Logo for
Solid Backgrounds**
Use on documents with solid color
backgrounds.

**Sky Blue Logo for
White Backgrounds**
Use on documents with
white backgrounds.

**Sea Blue Logo for
White Backgrounds**
Use on documents with
white backgrounds.

**Black Logo for
White Backgrounds**
Use on traditional black
and white copies.

GUIDELINES FOR USING YOUR STATE ASSOCIATION LOGO

Please adhere to the following guidelines when using the NAAE State Association Logo.

- The NAAE logo, including the NAAE mark and "naae" text, are copyright of NAAE and should not be altered.

- When using your state association logo, the association name should always be included with the logo and Poppins font should be used.

- We encourage you to follow NAAE branding when creating documents and graphics that include your NAAE state association logo. For more resources related to NAAE branding, visit the **NAAE Branding Center**.

- If you need additional help with your logo, contact **NAAE staff**.

LOGO MISUSE

A strong brand is applied consistently. It is important that the logo is never altered in a way that negatively affects the appearance of the brand. Changing the orientation of the logo or adding colors or effects that don't align with the requisite design principles can all negatively affect a logo.

Please note the "naae" text is not to be edited or removed; the association name should be presented underneath the NAAE logo.

Do not change font or case.	Do not alter "naae text"	Do not change orientation.
Do not use logo on incorrect backgrounds.	Do not alter sizes.	Do not use stacked logo.
Do not remove NAAE text.	Do not skew or stretch logo.	Do not alter colors.

naae

NAAE TYPOGRAPHY

Our NAAE brand font is Poppins. Poppins is full of personality, brings a lot of character to our brand, and has great legibility. Download Poppins **here**.

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#$%^&*()

Usable weights: Regular / *italic* / Medium / *Medium Italic* / **Bold** / ***Bold Italic***
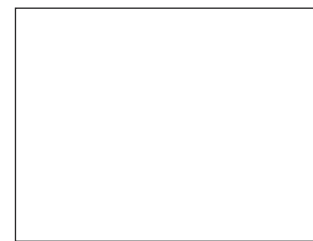
NAAE COLOR PALETTE

NAAE Sky Blue
R100 G196 B215
C50 M0 Y10 KY5
HEX 6ec4dy

NAAE Sea Blue
R0 G72 B113
C100 M72 Y30 K20
HEX 004871

NAAE Charcoal
R50 G50 B50
C0 M0 Y0 K95
HEX 323232

NAAE White
R225 G225 B225
C50 M0 Y0 K0
HEX ffffff

Teach Ag Green
R120 G162 B47
C45 M0 Y100 K24
HEX 78C22F

NAAE Go Green
R0 G99 B68
C96 M35 Y84 K29
HEX 006344

NAAE Visionary Magenta
R137 G40 B144
C55 M100 Y0 K0
HEX 892890

NAAE Scholarly Violet
R76 G45 B119
C87 M100 Y21 K5
HEX 4C2D77