



North Dallas Shared Ministries™

L i f e - H e a l t h - E d u c a t i o n

Brand Guidelines

Logos

The NDSM logo stands at the center of the NDSM brand. For this reason it must be reproduced and applied with consistency in all of our brand communications. It is essential that only approved digital art files are used when reproducing the logo. The logo must never be altered, added to or re-created under any circumstances. Even the smallest change to the logo is detrimental to the success of NDSM's brand identity.



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Colors

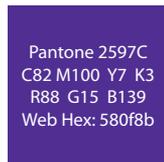
Color is one of our most essential design elements, and it should be used generously throughout our communications. In addition to backgrounds, color can be applied to rules, containing shapes and text. The secondary colors should only be used to support the primary colors.

The primary colors can be used at various tints.

Do not use black text for web pages and HTML email communications, use Web Hex: #58595b. On printed media, either Pantone Black C or Pantone 425 C can be used, however, be aware that Pantone 425 C will halftone and must be used carefully at smaller sizes. 80% Black can be substituted for Pantone 425 C on printed materials.

For web and email links use web hex: #4a63ae

Primary Colors



Secondary Colors



Text Colors



Background Control

White is always the preferred background for the NDSM logo because it ensures a crisp, clean contrast with the artwork. The logo can be placed against color backgrounds providing they ensure its legibility and definition. Always remember that the logo must be highly visible and easily legible whenever it is applied.



White is always the preferred background for the logo.



The logo should NOT appear on color backgrounds that do not provide sufficient contrast.



The logo can appear on a color background that provides enough contrast.



The logo should NOT appear on color backgrounds that do not provide sufficient contrast.



Where full color is not available, use the logo in grayscale.



The logo should NOT appear on photographic backgrounds that do not provide sufficient contrast.

Logo Clear Space

The NDSM logo must be surrounded by a generous field of clear space in every application. This isolates the logo from competing elements, such as text and graphics, and ensures its visibility and impact. As shown in the exhibit below, the absolute minimum amount of clear space is equal to the height of the "X". This minimum amount of clear must always surround the logo.



Logo Minimum Size

The NDSM logo is designed for reproduction as a variety of sizes. However, at extremely small sizes, the logo becomes unreadable. The exhibits below specify the minimum allowable sizes for the variations of the NDSM logo. Exhibits shown at actual sizes.



1.25" minimum

Logo Misuse

It is essential that the NDSM logo always appear as specified in these guidelines. The exhibits shown here demonstrate a few of the many ways the logo must never be treated. Always remember that the logo must never be altered or re-created in any way. Even the smallest change can be detrimental to the NDSM identity.



Never change the colors of the logo.



Never re-typeset the wordmark of the logo.



Always scale in proportion. Never stretch, elongate or distort the logo.



Never enclose the logo in a shape.



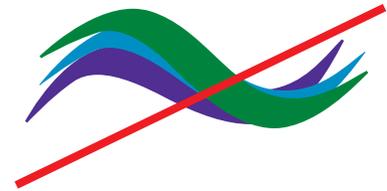
Never rearrange any elements of the logo.



Never rotate the logo.



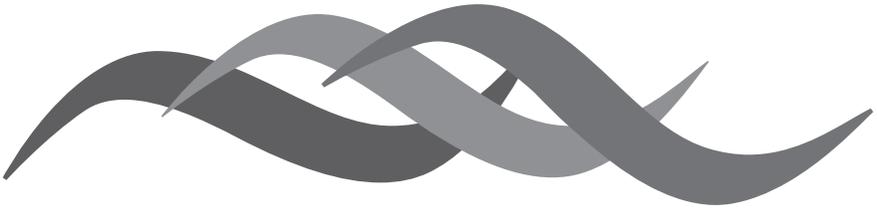
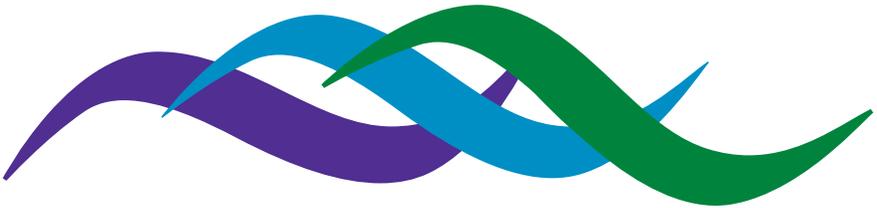
Never use part of the colors of the logo. If printing restricts the number of colors, default to the grayscale logo.



Never use the swashes by itself as a replacement for the full logo. It may, however, be used as a design element.

Supporting Logo Icons

The swashes in the logo can be used as a design element in various applications. Do not use change the colors of the swashes. The only exception to this rule is to use it in black or 80% black. Do not outline the swash. Do not reverse the swash. Acceptable exhibits of the swash usage below.



Typography

Typography is another key element of the NDSM visual identity. By consistently using the primary and secondary typefaces throughout our communications, we further establish a distinct look and feel.

Primary Fonts

Optima

It is intended for headlines, subheads, body copy, captions.

Gil Sans

It is intended for headlines, subheads, body copy, captions and other instances where readability is an issue as this is a very easy to read font.

Secondary Fonts

Adobe Garamond

This is a classic serif font that remains highly legible even at smaller sizes. It is intended strictly for secondary messaging. It is not to be used in principal copy applications.

Humanist 777

This is a sans-serif font that is to be used to support a primary font only. It is also an easy to ready font that is legible at smaller sizes.

Arial

This font is a sans-serif font that should only be used if the primary fonts are not available, however, it should be used sparingly.

Web Fonts

Verdana

This is the default font that should be used on any web or html email applications.

Arial

This font should only be used if Verdana is not available.

Font Styles

Optima

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890!@#%&*()

Gils Sans

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890!@#%&*()

Adobe Garamond

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890!@#%&*()

Humanist 777

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890!@#%&*()

Verdana

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890!@#%&*()

Arial

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890!@#%&*()