

BRAND STANDARDS



National Association  
of Junior Auxiliaries

## LOGO

### PRIMARY

This is the primary mark to be used in the National Association of Junior Auxiliaries (NAJA) branding.

It exists in a black variant for use in black-and-white printing, and in a white version for use on dark backgrounds.



National Association  
*of Junior Auxiliaries*



National Association  
*of Junior Auxiliaries*



National Association  
*of Junior Auxiliaries*

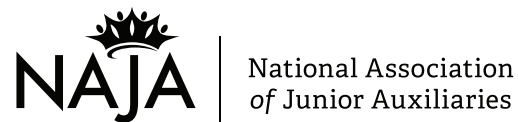
## LOGO HORIZONTAL

A horizontal version of the logo is available for use in instances where space may require it.

It also exists in a black variant for use in black-and-white printing, and in a white version for use on dark backgrounds.



National Association  
*of Junior Auxiliaries*



## LOGO SECONDARY

The secondary version of the NAJA logo is intended for use at smaller sizes where the identifying text would not be legible, or for stitching on clothing. Black and white versions are available for the same use cases as the primary logo.



## LOGO WITH TAGLINE

Alternate versions of the primary, horizontal, and secondary NAJA logos include the brand tagline. The tagline is sized and positioned to compliment the NAJA logo and should not be altered.



National Association  
of Junior Auxiliaries  
*Caring Hearts. Helping Hands. Changing Lives.*

# LOGO

## THE SEAL

The seal version of the NAJA logo is for use on awards and certificates, and also on official stationery and communication from the administrative office. Black and white versions are available for the same use cases as the other logo variants.



## LOGO

### THE CROWN

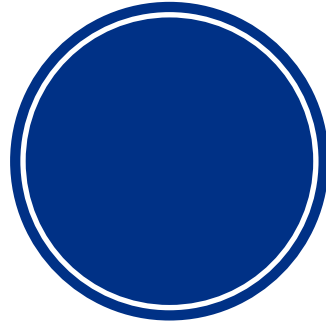
The crown icon in the NAJA logomark can be used as a stand-alone graphic element in some cases. It can be used in each NAJA brand color and also black and white.



# COLORS

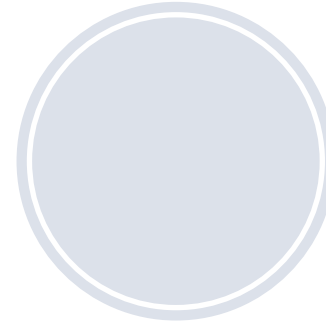
## PRIMARY

NAJA uses PMS 287 blue  
and PMS 649 cool gray as its  
primary brand colors.



### PMS 287

C - 100  
M - 81  
Y - 0  
K - 23  
  
R - 0  
G - 48  
B - 135  
  
# - 003087



### PMS 649

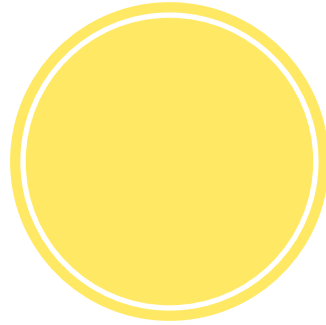
C - 11  
M - 3  
Y - 0  
K - 0  
  
R - 219  
G - 226  
B - 233  
  
# - DBE2E9



## **COLORS**

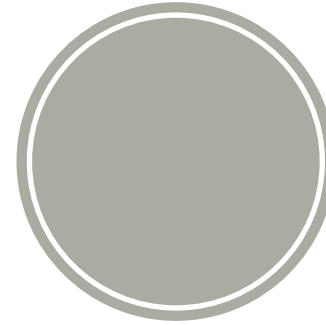
### **SECONDARY**

NAJA uses PMS 100 pale yellow and PMS 7537 gray as secondary colors to accent the primary color palette.



### **PMS 100**

C - 1  
M - 0  
Y - 70  
K - 0  
  
R - 246  
G - 235  
B - 97  
  
# - F6EB61

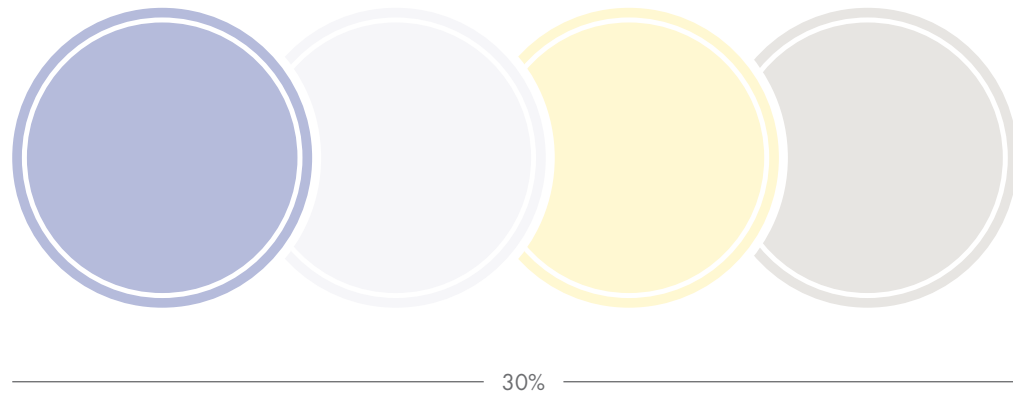
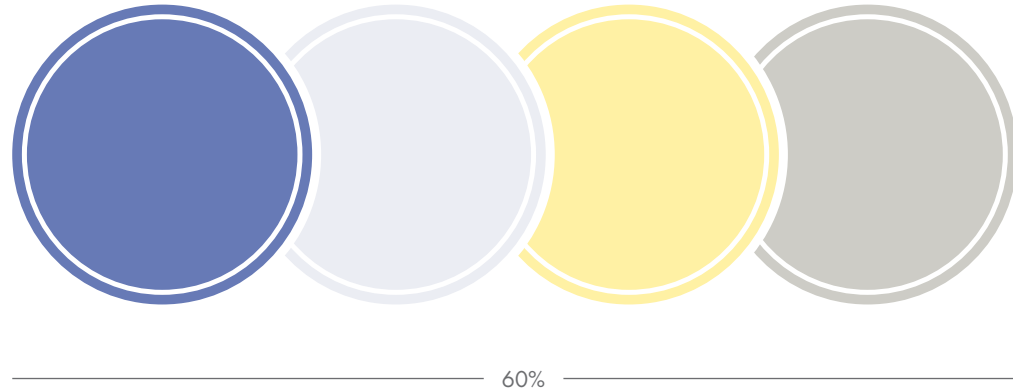


### **PMS 7537**

C - 32  
M - 21  
Y - 28  
K - 3  
  
R - 167  
G - 172  
B - 162  
  
# - A7ACA2

## COLORS SCREENS

In some instances, it may be necessary to use lighter screens of the brand colors as accents in print and web design elements. The NAJA primary and secondary brand colors can be used in 60% and 30% screens.



# FONTS

NAJA uses Futura as its typeface for mastheads, headlines, subheads, as headers in body copy, and in some cases captions and fine print.

## Futura

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

# FONTS

NAJA uses Adelle for body copy in advertising and marketing materials, and the website.

## Adelle

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"  
*abcdefghijklmnopqrstuvwxyz 1234567890 .,!?"***



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