

# FASD NATIONAL PARTNER NETWORK



## BRAND GUIDE

PREPARED BY



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# About the FASD NPN Brand Guide

## PURPOSE

This guide offers FASD National Partner Network (NPN) members who receive CDC-RFA-DD22-2201 funding a shared graphic design portfolio that can be used to enhance individual NPN products and promote a shared identity among NPN organizations working together to address prenatal alcohol and other substance use and FASDs.

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## INTENDED USE

The graphic design elements in this guide are a shared resource available to FASD NPN members.

## ARE NPN MEMBERS REQUIRED TO USE THIS BRAND GUIDE?

ORAU highly recommends using brand guide elements whenever possible on products funded under CDC-RFA-DD22-2201 to fulfill the cooperative agreement intention of 'building a collaborative framework of national partner organizations that contribute to 1) reducing prenatal alcohol and other substance use, 2) improving support services and access to care, and 3) improving identification and health of children/families with FASDs'.

**Though use of the brand guide is strongly encouraged, it is not mandated, and is up to the discretion of each project team to apply brand elements as they deem appropriate.** As the NPN brand elements do not include the CDC logo, they can be incorporated into NPN member's own materials without the need for explicit CDC logo approval. All of other processes for program review of materials still apply.

## WHAT IS THE RELATIONSHIP BETWEEN THE FASD NPN BRAND GUIDE AND CDC'S LET'S TALK MATERIALS?

The FASD NPN brand elements were designed to complement the design style of Let's Talk (<https://www.cdc.gov/ncbddd/fasd/partners-tools.html>), an existing CDC-branded suite of materials related to alcohol screening and brief intervention and FASDs. While Let's Talk design elements are available for use by the public, the FASD NPN Brand Guide is solely for the use of funded National Partner Network members. Nonetheless, NPN members are encouraged to be among those who use and share Let's Talk materials.

## WE HAVE USED TEMPLATES BASED ON STYLING FROM LET'S TALK AND/OR THE COLLABORATIVE FOR ALCOHOL-FREE PREGNANCY. CAN WE KEEP USING THOSE PREVIOUSLY-DESIGNED TEMPLATES?

In Year 1 of the CDC-RFA-DD22-2201 cooperative agreement, while the FASD NPN Brand Guide was in development, design elements from Let's Talk and the Collaborative for Alcohol-Free Pregnancy were adapted to meet the immediate needs of the NPN. **Beginning in Year 2, NPN members wanting to use common branding for new materials should use the FASD NPN brand elements rather than previously provided templates.** ORAU is available to assist with updating Year 1 products to the new NPN brand design.

# Official Colors

	PRINT		WEB	
	PANTONE uncoated · coated	CMYK	RGB	HEX
<b>BLACK</b>	BLACK	71 · 65 · 64 · 69	38 · 38 · 38	262626
<b>BLUE</b>	2718U · 2386C	61 · 44 · 0 · 0	78 · 88 · 236	4E58EC
<b>GREEN</b>	7488U · 2270C	62 · 0 · 85 · 0	89 · 194 · 59	59C23B
<b>CYAN</b>	305U · 306C	60 · 0 · 4 · 0	0 · 181 · 255	00B5FF
<b>DARK GREEN</b>	2424U · 2272C	76 · 12 · 100 · 0	59 · 125 · 36	3B7D24

**PANTONE (PMS)** colors can only be used for offset printing. They are the most accurate color because they are pure inks. Printing with PMS is typically limited to 1, 2 or 3 color printing, however you can print up to 6 PMS colors on a 6 color press. Please note: uncoated and coated inks may be different because color can appear very different on a coated versus uncoated surface. Coated colors should only be used for coated materials such as stickers, vinyl, or matching paint colors etc. When printing on the official papers in the FASD NPN brand identity use uncoated PMS numbers.

**CMYK** colors are made up of a mix of Cyan, Magenta, Yellow and Black. CMYK is used when printing full color (4-color process). CMYK mixes can be used on offset and digital printers, however offset printing yields more accurate color. Color can vary significantly on desktop printers so a color match cannot be guaranteed on all printers. If you will be doing a large amount of in-house printing, using a color test sheet to determine a specific color mix for your printer is recommended. Please contact ORAU to set one up. Because screens are backlit, CMYK will never appear as bright and vibrant as the RGB colors on screen.

**RGB + HEX** numbers are for on screen use only. Ink colors do not look accurate on screen. We try our best to simulate web colors on our monitors, but color varies wildly from screen to screen.

# Official Papers

	COMPANY	LINE	COLOR	WEIGHTS
<b>BLACK</b>	Neenah	Classic Crest	Epic Black	80lb text 80,100,130,165lb cover
<b>WHITE</b>	Domtar	Cougar	White	70,80,100lb text 65,80,100,130,160lb cover
<b>BLUE</b>	Neenah	Astrobrights	Blast-Off Blue	60lb text 65, 80lb cover
<b>GREEN</b>	Neenah	Astrobrights	Martian Green	60lb text 65lb cover
<b>CYAN</b>	Neenah	Astrobrights	Lunar Blue	60lb text 65, 80lb cover

These five papers best convey the look and feel of the FASD National Partner Network brand.

Avoid using coated papers for FASD National Partner Network materials, except for materials that need to withstand the elements such as a banner or bumper sticker, etc. When possible, everything else should be printed on the official uncoated papers.

**NOTE** For informal materials printed in house, white copy paper may be used. When possible, avoid using white copy paper for materials marketed to the public.

# Logo Versions

There are three versions of the FASD National Partner Network logo. The primary version should be used when possible. The horizontal version should be used when layout or format doesn't work well with the primary logo; for example, on a banner. A shorter section of the logo symbol with 3 loops has been provided for use as a social icon.

For certain rare cases, it is acceptable to use the logo type only without the symbol. See page 18 for an example.



**PRIMARY**

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**HORIZONTAL**

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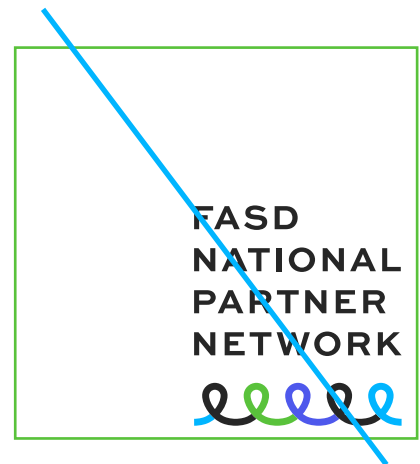
**SOCIAL  
ICON**

# Margins + Ratio

The margins around the logo should be at least the height of the loops.



The margin around the social icon can be smaller and can bleed edge to edge.



CORRECT MARGIN EXAMPLES

INCORRECT EXAMPLE

# Proportions + Resizing

The logo must be resized proportionally. The logo should not be stretched in any way.



CORRECT SIZING



INCORRECT SIZING



INCORRECT SIZING

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# Logo Color Usage

The logo should appear in **FULL COLOR** whenever possible. It should appear on a white or black background.



# Logo Color Usage

## ONE + TWO COLOR PRINTING

To reduce printing cost, the logo may need to appear in one or two colors. The following options are acceptable. Avoid using one or two color logos on signage.



## WHEN COLOR PRINTING IS NOT AVAILABLE

The one color logo should appear in either solid 100% black or reversed out in white.





# Typography Color Usage

## SECTION 508 COMPLIANCE AND ACCESSIBILITY

This page clarifies which text and background color combinations from the NPN color palette meet color contrast requirements of the U.S. Government's Policy for Section 508 Compliance and Accessibility of Information and Communications Technology (<https://www.hhs.gov/web/section-508/index.html>). Certain color combinations of text and its background should not be used because they do not have sufficient color contrast for readability. This applies to image text (e.g., banners, images, graphics) and live (HTML) text. Acceptable and unacceptable color combinations are provided.

The image displays a 2x3 grid of color swatches, each containing the word "NETWORK" in different colors and orientations to illustrate accessibility compliance. The top row shows the word "NETWORK" in white, green, and blue on a black background. The middle row shows "NETWORK" in blue, green, and blue on a white background. The bottom row shows "NETWORK" in white, green, and blue on a blue background. The right column shows "NETWORK" in white, green, and blue on a blue background. The bottom row shows "NETWORK" in white, green, and blue on a green background. The bottom row shows "NETWORK" in white, green, and blue on a blue background. The bottom row shows "NETWORK" in white, green, and blue on a blue background.

# Things to Avoid with Logo Usage



Do not change the proportion of elements in the logo



Do not use other fonts



Do not screen the logo



Do not alter the spacing or arrangement of elements in the logo



Do not use special effects such as beveling or drop shadows



Do not use the full color logo for one color printing



Do not outline the logo



Do not skew or rotate the logo



Do not use unapproved colors

# Fonts

The following fonts have been approved for use on FASD National Partner Network materials.

## MONTERRAT

FOR HEADERS, SUBHEADERS,  
CAPTIONS, SPECIAL TREATMENTS

Lorem ipsum  
LOREM IPSUM

## MONTERRAT REGULAR FOR BODY COPY

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All caps type should be tracked out, suggested tracking is 100.

Available for free from Google Fonts  
[fonts.google.com/specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

Montserrat is available in numerous weights. As the FASD National Partner Network brand is getting established, Regular, Medium, SemiBold and Bold are used primarily.

LOREM LOREM

LOREM LOREM

Slightly heavier weights such as Medium, SemiBold or bold may be used for callout body copy, but avoid using weights other than Regular for text longer than a few sentences.

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# Graphics

## DIVIDER LINES

There are five styles of divider lines. These can be used as dividers between content, as well as elements running along the edge of a page. These can be used in any combination of the brand colors.

Always allow breathing room between the lines and type and keep the scale of the graphic lines proportional to the visual weight of the headers. Repeat the line motif to add length or clip for shorter lengths, never stretch the graphics.



REPEATING LOOPS



DOUBLE TWISTED CORD



TRIPLE TWISTED CORD



ULTRASOUND/BROADCAST



STRAIGHT LINES

# Graphics

## DIVIDER LINES EXAMPLES

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#### CONSECTETUR ADIPISCING

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#### INCORRECT EXAMPLE

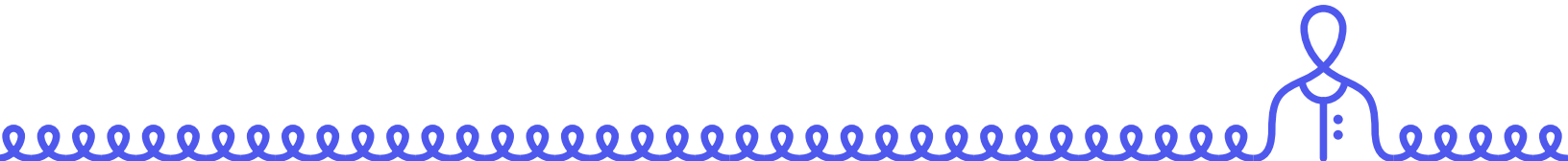
Divider has been stretched. Not enough space around divider. Divider scale is too large and overpowers the type.



# Graphics

## PARTNER LOOPS

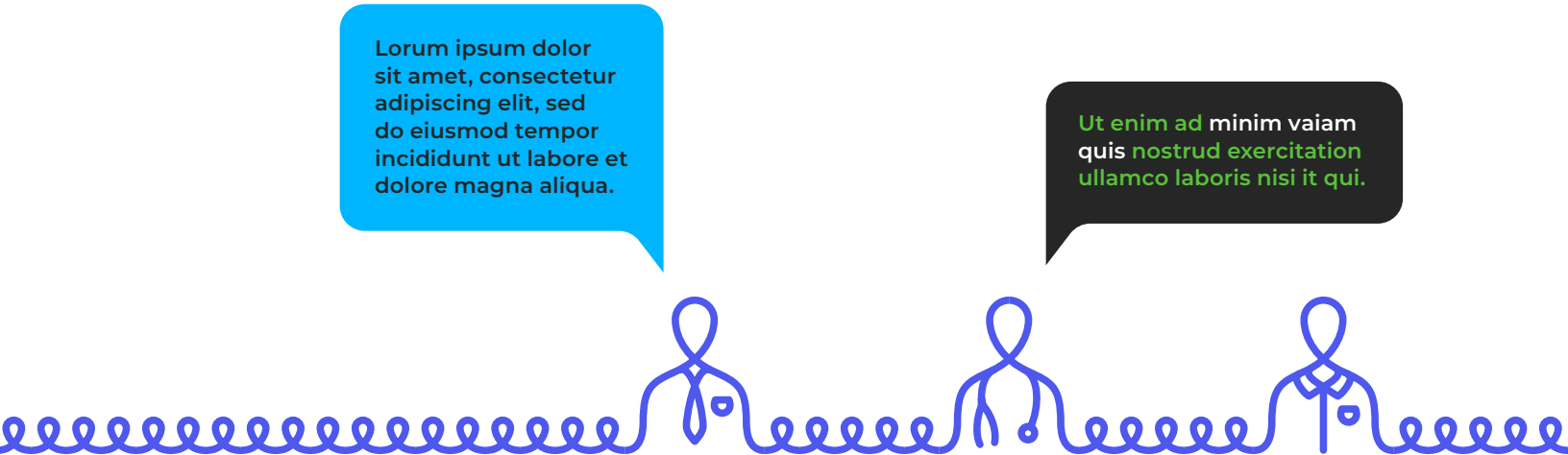
The repeating loops can also be used with a partner illustration. Four people styles have been developed for use on FASD National Partner Network materials. These may appear in any brand color. They should bleed edge to edge off the page when possible.



# Graphics

## PARTNER LOOPS

More than one partner illustration may appear in a single line together depending upon design needs. The partners may be used with or without speech bubbles.



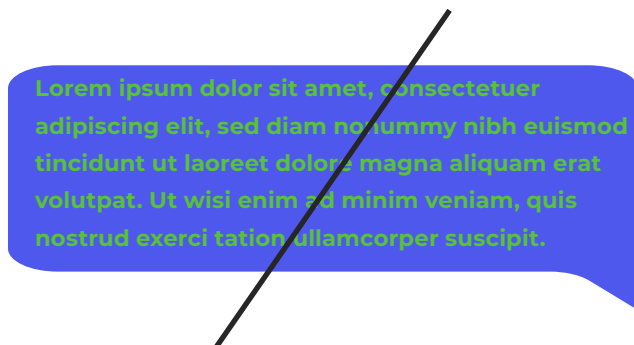
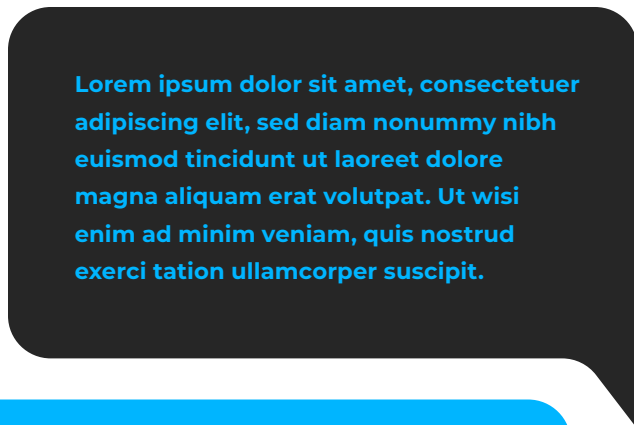
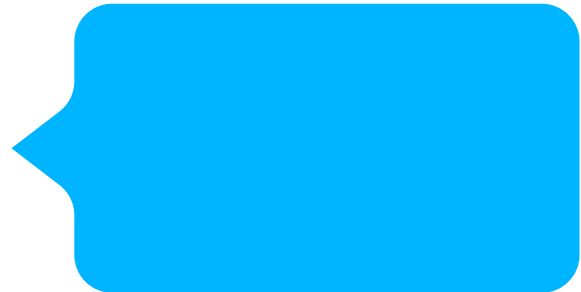
# Graphics

## SPEECH BUBBLE

The speech bubble motif may be used smaller as a graphic element or larger to contain type.

The speech bubble should be extended to allow for more text and never stretched. These may appear in any brand color as long as the color combinations with type meet section 508 requirements listed on page 9.

Similar to the logo, always allow adequate margin between the type and edge of the speech bubble.



### INCORRECT EXAMPLE

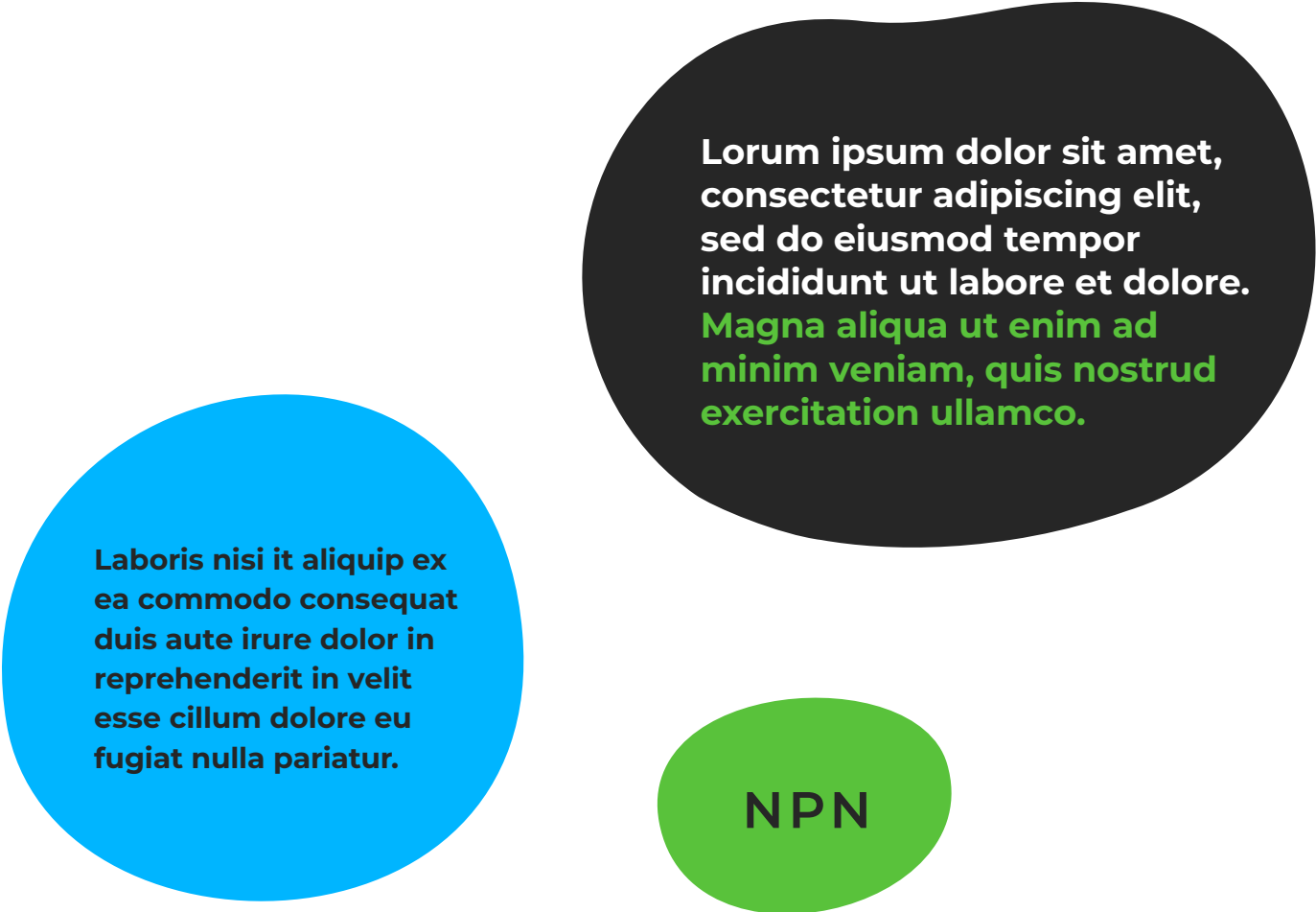
Speech bubble shape has been stretched.  
Not enough margin around type.  
Color contrast is too difficult to read.



# Graphics

## ORGANIC SHAPES

Organic circle, oval or bean shapes may also be used for callout content. Always allow adequate margin between the type and edge of the shape.



# Graphics

## ULTRASOUND / NETWORK BROADCAST

The broadcasting sonogram motif can be used for larger graphic display.



FASD  
NATIONAL  
PARTNER  
NETWORK

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# Graphics

## LINE WEIGHT CONSISTENCY

For a more harmonious and refined layout, keep line weights the same or optically similar within a document.



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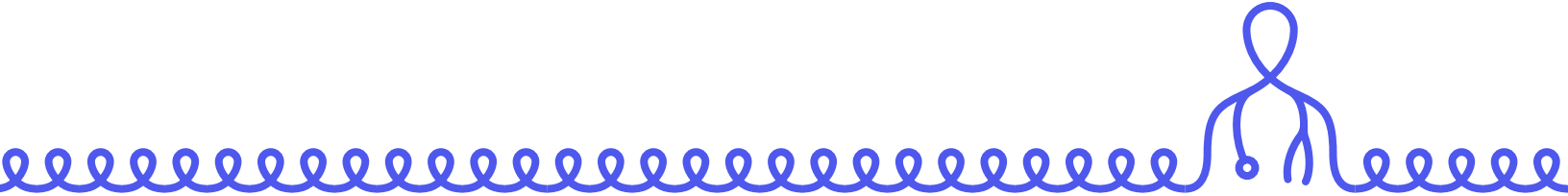


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# Graphics

## LINE WEIGHT CONSISTENCY

### INCORRECT EXAMPLE

Line weights are inconsistent, resulting in visual tension. This creates an uncomfortable hierarchy and clunky layout.

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