

NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION  
**STANDARDS MANUAL**



**NABCA**

NATIONAL ALCOHOL BEVERAGE  
CONTROL ASSOCIATION



# BRAND STANDARDS

The consistent application of the NABCA brand assets is critical to the establishment and maintenance of the brand. Adherence to these guidelines allows the brand to hold a unique position in the marketplace and communicate in a singular voice.



# BRAND DESIGN

It is important that all of our materials be recognized as communications from NABCA. This is accomplished through consistent use of images, type and logos. A unified look creates better recognition and a more cohesive brand.

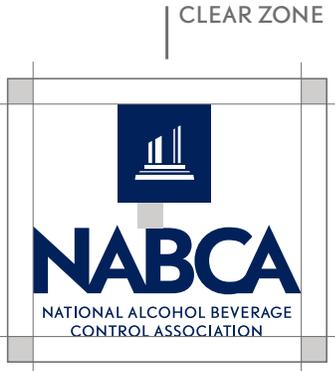
# PRIMARY LOGO

The logo is the central identifier of the brand. The NABCA logo consists of the column icon, the wordmark and the descriptor text set below.

Whenever possible, this full logo should be used because it gives the entire explanation of the NABCA brand.

A clear zone has been established to give the logo space where no other graphic elements may be placed. The clear zone is equal to the spacing between the column element and the wordmark and extends around the entire logo.

In order to maintain readability, the full logo should not be smaller than .75 inch or 80 pixels wide.



# SECONDARY LOGOS

For different applications and their limitations, simplified versions of the logo have been developed.

When the descriptor isn't necessary, or if the logo needs to be very small, the logo or wordmark without the descriptor is preferred.

Because the wordmark is distinct, it may be used alone without the column graphic and descriptor.

When set in text, the brand acronym should always appear in all caps – NABCA. The website must be set in all caps and should include the “www” – [www.NABCA.org](http://www.NABCA.org).

In order to maintain readability, any logo with the descriptor or column icon should not be smaller than .75 inch or 80 pixels wide. The wordmark logo can get as small as .5 inch or 40 pixels.

LOGO WITHOUT DESCRIPTOR



WORDMARK WITH DESCRIPTOR



WORDMARK



MINIMUM SIZES



# SPECIALTY-USE LOGOS

NABCA has developed a specific version of its logo to celebrate the association's 75th anniversary. This logo (as shown on right) may only be used during the 2012-2013 fiscal year.

To better brand NABCA's offerings, separate logos have been created for materials/information pertaining to analytics and research.

The promotional logo may be used on branded premium items (clothing, buttons, bags, beverage containers, etc.) where use of the full logo is prohibited due to size or production restrictions.

On materials that feature dark mastheads, such as the website, the NABCA logo must stand apart. A treatment has been created that addresses this usage.

WEBSITE LOGO



75TH ANNIVERSARY LOGO



ANALYTICS LOGO



RESEARCH LOGO



PROMOTIONAL LOGO



# ALTERNATIVE COLOR LOGO

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When color reproduction is used, the NABCA logo should appear in NABCA Blue (see information on page 10).

When NABCA Blue is unavailable or a more subtle color is needed, the logo may appear in NABCA Gray or in black.

For consistency, the NABCA logo should appear, whenever possible, against a white or light-colored background. In instances where the logo **MUST** appear against a dark background, the logo may be used in its white (negative) form.

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FULL COLOR - NABCA BLUE



NABCA GRAY



BLACK



WHITE



# LOGO VIOLATIONS

The relationships between the logo elements, their proportions and positioning may not be changed. To ensure adherence to these standards, original logo files should always be used.

NO FONT SUBSTITUTIONS



NO ROTATION OR FLIPPING OF COLUMN GRAPHIC



NO COLOR CHANGES



NO HORIZONTAL OR VERTICAL SCALING



NO ROTATIONS



NO REARRANGING LOGO ELEMENTS



NO BUSY BACKGROUNDS THAT INTERFERE WITH READABILITY



NO GLOWS OR DROP SHADOWS AROUND LOGO



NO ADDITIONS TO LOGO





# BRAND COMMUNICATIONS

The elements of the brand design shape the core of NABCA. Consistent and correct use ensures the automatic and easy recognition of NABCA.

The brand design should be used on all applicable communications.

# COLOR PALETTE

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Consistent use of color is an important part of a brand. In accordance with the NABCA brand, an authoritative blue has been selected as the primary color. Gray is included in the primary palette to add neutrality and depth to branded materials.

To support and accent the primary brand colors, a secondary palette is also provided. The use of these colors provides flexibility and interest to the application of the NABCA brand design. Colors in this palette may be applied in shades or as transparent overlays.

This palette of colors is intended for primary use when creating marketing materials for the NABCA brand. However, this list is not intended to exclude other complementary colors when a broader range of color is required for specific communications or promotions.

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## NABCA BLUE

PANTONE: 2767C  
CMYK: 100/75/12/67  
RGB: 24/43/73  
HTML: 182B49



## NABCA GRAY

PANTONE: 424C  
CMYK: 30/22/19/53  
RGB: 86/90/92  
HTML: 565A5C



## BURGUNDY

PANTONE: 195C  
CMYK: 14/88/42/56  
RGB: 119/49/65  
HTML: 773141



## GOLD

PANTONE: 4505C  
CMYK: 13/23/67/38  
RGB: 152/134/66  
HTML: 988642



## OLIVE

PANTONE: 378C  
CMYK: 43/13/98/62  
RGB: 85/96/28  
HTML: 55601C

# TYPOGRAPHY

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Like color, typography is an important part of a visual identity system.

DTL Nobel is the primary NABCA typeface and should be used, when available, for the majority of marketing materials. Headlines and titles should appear in DTL Nobel Bold, set in all caps. Subheads should appear in DTL Nobel Book, also in all caps.

In applications where DTL Nobel is not available, Trebuchet (a standard font found on most PC and MAC systems) should be used in its place.

For long-format copy, DTL Nobel or Trebuchet and their family of weights and styles should be used. These sans serif fonts are preferred for their neutrality and stability. In instances where a serif is desired, Georgia (another standard PC and MAC font) and its family of styles may be used.

These text guidelines apply to all applications and media, including print, web, signage and promotions. Exceptions to these selections may be made in cases of specific campaigns and promotions.

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## DTL NOBEL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## DTL NOBEL BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## TREBUCHET BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## TREBUCHET BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## GEORGIA BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# PHOTOGRAPHIC STYLE

Photography has a point of view. Images communicate ideas and demonstrate the personality of the brand.

To ensure that the NABCA brand is perceived as approachable and not overly institutional, photography with people should be used whenever possible. Businesspeople may be portrayed networking, lecturing, researching and communicating.

Support and stability are projected through columns, which are a fundamental element of NABCA’s brand heritage. When using columns in photography, images should contain interesting angles, tones, and perspectives to communicate the brand’s progressive viewpoint.

Images may be in color or black and white.

## PEOPLE IMAGERY



## COLUMN IMAGERY



# GRAPHIC ELEMENTS

Inspired by the column graphic in the logo, large blocks, bands and squares of solid color should be used in materials to reinforce the NABCA brand. These elements may be laid on top of photography, patterns or color and combined with the use of large text. The elements may be translucent or opaque and may contain a drop shadow or other effect.

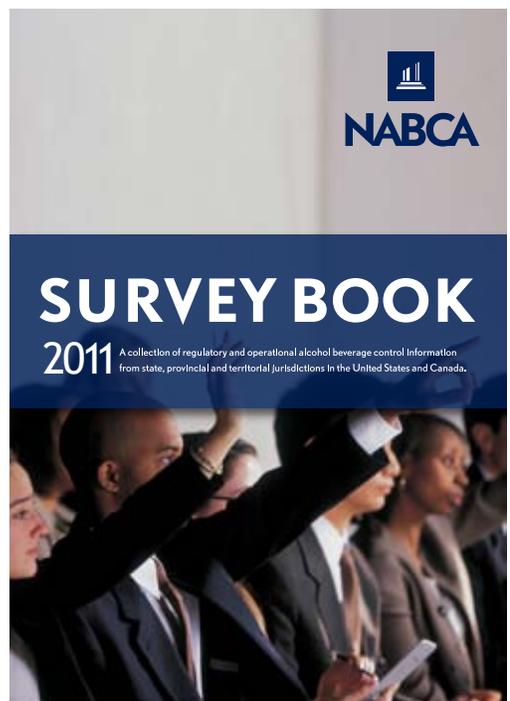
## LETTERHEAD PACKAGE



## EXAMPLE OF ANNUAL CONFERENCE SIGNAGE



## EXAMPLE OF SURVEY BOOK



# DATA REPORT COVER

For all data report covers, the template below should be followed. For these templates, specialty logos may be used.

Titles should be set in DTL Nobel Bold, all caps, no smaller than 48pt. in black. The date should be set in Trebuchet Book at 16pt. in NABCA Gray. Headlines should be set in Trebuchet Regular, all caps, at 31 pt. in NABCA Gray.

## EXAMPLE OF DATA REPORT COVER

**ANALYTICS LOGO**

**BRAND LEADERS**

1|1|2011 - 12|31|2011

**CASE SALES REPORT OF ALCOHOL BEVERAGES**

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4401 Ford Avenue, Suite 700  
Alexandria, VA 22302  
T: 703.578.4200  
F: 703.820.3551

TITLE

DATE

HEADLINE

# EMAIL SIGNATURE

The email signature should be formatted as shown below.

The NABCA wordmark logo (a JPG) should be used to begin the email signature. The sender’s name should be set in Trebuchet Bold, all caps, at 11 pt in NABCA Blue. Title should be set in Trebuchet Book, at 8pt in NABCA Blue. The address and contact lines should be set in Trebuchet Book, at 8 pt. in NABCA Gray, with the exception of the “T:”, “C:”, and “F:”, which should be in bold.

EXAMPLE OF EMAIL SIGNATURE

WORDMARK	————	
NAME	————	<b>STEVE SCHMIDT</b>
TITLE	————	Sr. VP of Public Policy & Communications
ADDRESS LINE	————	4401 Ford Avenue, Suite 700 Alexandria, VA 22302
CONTACT	————	<b>T: 703.578.4200</b> <b>C: 703.907.9636</b> <b>F: 703.820.3551</b>