**NAGT**

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## NATIONAL ASSOCIATION OF GEOSCIENCE TEACHERS

## INTRODUCING THE NAGT GRAPHIC IDENTITY PROGRAM

## THE GOAL

To consistently present the National Association of Geoscience Teachers (NAGT) and its subsidiaries in an easy-to-recognize and easy-to-use manner that conveys the professional nature of the organization, its mission, and its commitment to excellence.

### Why?

- By diligently applying a distinctive, professional graphic identity system that also suggests the mission of the association, NAGT will communicate what it does in a consistent fashion and establish itself as an institution of high worth and quality.

- Adhering to these guidelines also will streamline production, reducing work for volunteers and reducing the potential for errors.

### How?

- These guidelines illustrate the ways the logos of the NAGT and its subsidiary groups **should** and **should not** be used [Pages 4 and 5].

- They note the typefaces and ink colors used in the official logos [Page 2].

- They list visually compatible low- or no-cost typefaces that can be used for secondary headlines and text blocks in print and web projects [Page 2].

- Crisp, clean, downloadable logos in a variety of formats are available on the NAGT website (http://nagt.org/nagt/organization/logos.html). On Page 3 you will find guidelines on which formats work best with which projects.

### Who? When? What?

- Who is entitled to use official NAGT logos? Projects and individuals that have received sponsorship or support from NAGT are authorized to use these logos.

- When should official logos be used? Always, of course. A logo should appear on every piece of print and web communication associated with NAGT. And it should be one of the official ones. Why spend time cobbling up something different which may not reproduce well when you easily can download something sharp and in conformance with NAGT standards?

- Which logo should you use? The one that best fits your budget and your means of production. See Page 3 for guidance on such matters.

### What Else?  Don't Forget WWW.NAGT.ORG…

- Because its online resources are a vital part of the service NAGT provides to educators, include the URL of the NAGT home page in boldface somewhere in every printed piece.

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If you don't find the answers to your design and production questions in this manual, get answers to specific questions by emailing them to _____.

# NAGT IDENTITY GUIDELINES & STANDARDS

The guidelines and standards that follow are provided to facilitate the appropriate and effective use of the graphic identity standards of the National Association of Geoscience Teachers.

## THE NAGT LOGO

The logos of the National Association of Geoscience Teachers contain two elements, a graphic representation of mountains that suggests the environmental nature of the work we do and the initials of the association's name. They are available in two configurations (stacked and horizontal) and in both black and two-color (black-and-green and white-and-green) combinations. These are available for download at http://nagt.org/nagt/organization/logos.html.  Use the version that best fits your budget and your means of production (see Page 3).

### Sizing and Staging/Spacing

For the logo to create a consistent impact on printed and electronic materials, it is critical for it to be sized appropriately and for it to be surrounded by ample space.  Standard usage of the stacked logo should be no smaller than 1" wide by .75" tall. Standard usage of the horizontal logo should be no smaller than 2.25" wide and .5" tall. In both cases, staging (the clear space around the logo) should be at least .25" on all sides. Increase staging proportionally as logo size increases.

### Logo Colors

The colors used in the NAGT graphic identity system are 100% black, 70% black, and PMS 361, a bright green formulated to the specifications in the Pantone Matching System®, the standard used by printers throughout the nation. To assure uniform usage these colors are embedded in the logos. [N.B., When printing materials in color, you need to use files saved in CMYK mode rather than RGB, which is best suited to online use.]

If PMS 361 cannot be used as a background color, for reasons of economy or another significant consideration, choose a similar green or an earth-tone color on which the black logo displays with appropriate contrast and clarity.

### The Primary Typeface

The font used to render the **NAGT** embedded in the official logo is **Eurostile Bold Extended 2.** This is a display font, i.e., a font intended for use in headlines, but not generally used in blocks of text. It is available at a relatively low cost (see http://store1.adobe.com/), but using it in printed materials is not required or recommended, due to the fact that it is a typeface that takes up a great deal of space. Use instead one of the secondary typefaces recommended below.

### Recommended Secondary Headline and Body Typefaces

The following compatible low- or no-cost typefaces (all shown in 11 pt. type) are recommended for use with NAGT logos. Those with * are bundled with Microsoft Office; those with + are bundled with Mac OS X. [This file is set in Cambria regular text with Myriad Pro black and bold headlines.]

**COMPATIBLE HEADLINE FONTS**

**Arial bold** *+
**Arial Narrow bold** *
**Calibri bold** *
**Eurostile bold**
**Haettenschweiler** *
**Helvetica bold**+
**Impact regular** *
**Helvetica Neue condensed bold** +
**Myriad Pro black, bold,** semibold
**Myriad Pro bold condensed,** semibold condensed
**Tahoma bold** +
**Trebuchet MS bold** *
**Verdana bold** *

**COMPATIBLE BODY TEXT FONTS**

Cambria regular **\***
Garamond regular **\***
Minion Pro regular
Myriad Roman
Myriad Pro regular
Optima regular **+**
Palatino regular **+**
Times regular **+**
Time New Roman regular **\***
Verdana regular*+

## OBTAINING NAGT LOGOS

NAGT section and division officers and volunteers and projects and individuals that have received sponsorship or support from NAGT are authorized to use these logos. They are available in .eps, .jpg, .pdf, and .png (.gif) formats for download to both Mac- and PC-based computers at this site: http://nagt.org/nagt/organization/logos.html.

## CHOOSING THE BEST LOGO FOR THE JOB

When choosing which logo to use, you need to consider:
- The space available in your design—Choose the logo that can be used at optimal sizing and staging/spacing (see Page 2 for details).
- Your budget—When printing, black logos and black/70% black logos are less expensive than projects with PMS 361 in their lettering or background. On the web, either can be used for the same cost. **If printing a logo in color and printing commercially, use files labeled CMYK.**

## CHOOSING THE BEST FORMAT FOR THE JOB

| | |
|---|---|
| **WEB USE** | .jpg, .png (.gif) |
| **INK JET/LASER PRINTING OF .DOC DOCUMENTS** | .eps, .jpg, .pdf, .png (.gif) |
| Want a transparent background on a color block/colored paper? | use .eps, .pdf |
| **COMMERCIAL PRINTING IN BLACK AND WHITE** | .eps, .jpg, .pdf, .png (.gif) |
| **COMMERCIAL PRINTING IN COLOR (CMYK Files)** | .eps, .jpg, .pdf |
| Want a transparent background on a color block/colored paper? | use .eps, .pdf |
| **ENLARGING LOGOS FOR SIGNS, BANNERS** | .eps |

**A Quick Primer on Format Differences**

**.eps** — Keep this format on file if you will be printing the logo in multiple sizes and configurations. The vector formatting of EPS files enables them to be rendered smoothly at any desired display size, from letterhead to convention banner. They have transparent backgrounds that let an underlying ink color or the color of the paper show through.

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**.jpg (jpeg)** — Great for web work, as are .png and .gif files. JPGs do not support transparency, i.e., they will not let background colors show through; logos will instead appear in a white rectangular box.

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**.pdf —** Transparency is supported starting with PDF version 1.4 and Adobe Acrobat 5.0.

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**.png (.gif) —** PNG files, which support 16 million colors, are an improvement on the GIF format, which is limited to 256 colors. Like GIFs, PNGs support transparency. They can be enlarged slightly with little apparent image degradation.

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**.tif —** TIFF files are not offered at the download site in order to keep things simple, but they can easily be created from CYMK .eps files using Photoshop. The file standard for images in the printing business for many years, tiffs do not support transparency, i.e., they will not let background colors show through but will instead appear in a white rectangular box.

# OFFICIAL NAGT LOGOS

## Black and White (B/W) Versions

Stacked Version

Horizontal Version

Stacked & Reversed
Out of Black Background

Horizontal & Reversed
Out of Black Background

## Two-Color (2C) Versions

Stacked Version
Black on Background of PMS 361

Horizontal Version
Black on Background of PMS 361

Stacked & Reversed
Out of Background of PMS 361

Horizontal & Reversed
Out of Background of PMS 361

## The Initials Only Option

# NAGT

## NATIONAL ASSOCIATION OF GEOSCIENCE TEACHERS

The initials NAGT—when rendered in Eurostile Bold Extended 2 typeface—may be used separate from the mountains graphic if space is tight, but because these initials are not as widely recognized as, say, NSF or IBM it is ***strongly*** recommended that printed materials using them also include—in the text or in a headline or subhead nearby—the words "National Association of Geoscience Teachers" in a matching or compatible typeface.

### NO!

Do **NOT** use the mountains graphic in the logo by itself to identify NAGT.

Do **NOT** use .jpg or .png files on solid background colors. They do not have transparent backgrounds and you'll end up with white boxes like this one.

And please, **no** background colors other than earth tones.

# THE LOGOS OF NAGT'S DIVISIONS AND SECTIONS

The logos of NAGT's divisions and sections contain three elements, a graphic representation of mountains that suggests the environmental nature of the work we do, the initials of the association's name, and the name of the section or division. These are available in one configuration (horizontal) in black-and-70% black, white, and black-and-PMS 361 combinations. These are available for download at http://nagt.org/nagt/organization/logos.html. Use the one that best fits your budget and your means of production (see Page 3 for guidance on these matters.)

## OFFICIAL NAGT DIVISION/SECTION LOGOS

| One-Color Versions (Black and 70% Black) | Reversed Versions (White on Dark Background) | Two-Color Versions (Black and PMS 361) |
|---|---|---|
| NAGT Geo2YC Division | NAGT Geo2YC Division | NAGT Geo2YC Division |
| NAGT CENTRAL SECTION | NAGT CENTRAL SECTION | NAGT CENTRAL SECTION |
| NAGT EASTERN SECTION | NAGT EASTERN SECTION | NAGT EASTERN SECTION |
| NAGT FAR WESTERN | NAGT FAR WESTERN | NAGT FAR WESTERN |
| NAGT MIDCONTINENT | NAGT MIDCONTINENT | NAGT MIDCONTINENT |
| NAGT NEW ENGLAND | NAGT NEW ENGLAND | NAGT NEW ENGLAND |
| NAGT NORTH CENTRAL | NAGT NORTH CENTRAL | NAGT NORTH CENTRAL |
| NAGT PACIFIC NORTHWEST | NAGT PACIFIC NORTHWEST | NAGT PACIFIC NORTHWEST |
| NAGT SOUTHEASTERN | NAGT SOUTHEASTERN | NAGT SOUTHEASTERN |
| NAGT SOUTHWEST | NAGT SOUTHWEST | NAGT SOUTHWEST |
| NAGT TEXAS SECTION | NAGT TEXAS SECTION | NAGT TEXAS SECTION |