


Brand Sheet 2024



- Please leave a clear space equal to the height of the triangle mark between the logo and other page elements.
- The primary alignment for the logo is left align. Headline, subhead and body copy should flush left with the logo.
- **Do not alter** the logo or scale the brand mark and descriptor separately.
- **Do not change** the colors of the logo except for the suggested knockout/white, grayscale or one color black.
- **Do not place** the logo on an angle.

 **Download variety of logo files and format at naylor.com/branding**



Logo placement for center align.

The logo's center line is located in the center of NAYLOR without the triangle mark.

The headline, subhead can be centered against the center line, while body copy should flush left.



Logo placement for right align.

Right align is not a preferred alignment.

When aligning right, the headline, subhead and body copy should run flush right against the R of NAYLOR.

Minimum of two triangle mark widths should be allowed between the logo and the edge of a page or other page element.



Knockout/White



One Color Black



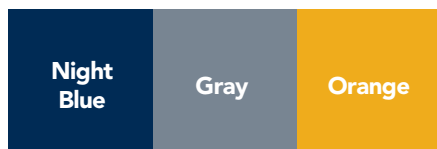
Secondary Mark for Small Space

Primary Colors



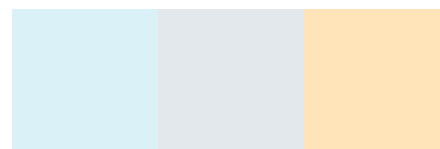
#005189	#4CC1E0
C 100	C 61
M 74	M 2
Y 20	Y 8
K 5	K 0
R 0	R 77
G 81	G 193
B 138	B 225

Secondary Colors



#002D56	#778591	#EFAB1E
C 100	C 57	C 5
M 74	M 41	M 35
Y 20	Y 34	Y 100
K 50	K 4	K 0
R 0	R 119	R 239
G 45	G 133	G 172
B 86	B 145	B 31

Tint Colors



#DAF0F6	#E2E7E9	#FFE4B8
C 13	C 10	C 0
M 0	M 5	M 10
Y 2	Y 5	Y 30
K 0	K 0	K 0
R 218	R 226	R 255
G 240	G 231	G 228
B 246	B 234	B 184

Headline, Subhead & Copy

Avenir Family

Avenir Black Avenir Black Oblique
 Avenir Roman Avenir Oblique
 Avenir Light Avenir Light Oblique

Accent Headline & Subhead

Authenia Textured

Authenia Solid
 Authenia Textured

Alternative Headline, Subhead & Copy

Arial Family

Arial Bold
 Arial Regular
 Arial Italic

Example

CATEGORY

Empowering associations to achieve success

A NEW LOOK. THE SAME DEDICATION, PASSION & INNOVATIVE THINKING.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum sapien eu met us mo lesstie commodo. Donec nec augue odio. Aliquam eget lorem risus, vitae volutpat purus in posuere accumsan velit, a viverra elit accu.

- Bullet 1
- Bullet 2
- Bullet 3

BULLET 1 | BULLET 2 | BULLET 3 | BULLET 4
 BULLET 5 | BULLET 6