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INTRODUCTION

An organization’s brand is one if its most important assets. Brands do more than simply identify an organization’s product and service offerings – they help capture and communicate the organization’s identity. Whether you’re developing packaging for products, creating marketing materials or writing content for publications, it’s essential that you know and follow the guidelines for correct use of brands.

This brand guideline is a resource that explains proper usage of the National Industries for the Blind (NIB) and AbilityOne® Program brand elements, which NIB and its associated nonprofit agencies use. For further guidance on use of the AbilityOne Program brand contact communications@nib.org.

Brand guidelines ensure that NIB, its associated agencies and other stakeholders use our brands appropriately and consistently. Adhering to brand guidelines helps safeguard NIB’s corporate identity; consistent and proper use of logos, typefaces, colors and fonts helps our customers and business partners recognize the NIB brand and associates it with our mission to create jobs for people who are blind.
LOGO ALIGNMENT

To ensure prominence and clarity when all three logos are presented together, align each logo to its respective baseline. There should be a clear space of at least .25” on all four sides of the logos.

Follow these spacing and alignment guides when placing the logos next to others.

The left-to-right sequence for the three logos should be:

1. NIB (left-most)
2. SKILCRAFT (middle)
3. AbilityOne® (right-most)
NIB LOGO SPECIFICATIONS

The NIB logo is designed using Pantone® 7461C. If using the Pantone® color is not an option, the CMYK (4C) logo should be used.

Futura STD Extra Bold Oblique is the typeface of the mark (NIB). Impact is the typeface of the signature spelling out National Industries for the Blind below the mark.

The “An AbilityOne® authorized enterprise.” lock-up is presented in the Myriad Pro Bold Condensed typeface.

Logo files available have been typeset and converted to artwork for your use. The logo should not be recreated under any circumstance.

Futura STD Extra Bold Oblique
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Impact
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Myriad Pro Bold Condensed
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
NIB LOGO USAGE

Acceptable Logo Forms

1. The full color logo may be used over a white or solid color background, provided the background is a light or neutral color that complements the color scheme.

2. The white NIB logo should be used on dark, solid color backgrounds.

3. The black NIB logo may be used over a white or solid color background, provided the background is a neutral color or complements the color scheme.
NIB LOGO USAGE ON ACTIVE BACKGROUNDS

Acceptable Usage Over Active Backgrounds:

1. The full color NIB logo is only used over backgrounds offering enough contrast for the entire logo.

2. The NIB logo may be reversed out to white over busier backgrounds as long as there is sufficient contrast to separate the logo from the background.

3. The single color, black NIB logo is only used over light backgrounds.
INCORRECT NIB LOGO USAGE

The examples below show incorrect logo use. Always use approved electronic artwork and follow the usage specifications in these branding guidelines.

Do not change the typeface.

Do not screen the logo.

Do not place the logo on an active background that affects readability.

Do not distort the logo in any way.

Do not add visual effects to the logo.

Do not use former logo colors.

Do not rearrange the logo.
NIB LOGO SIZING

Negative Space Around the Logo

To ensure prominence and clarity of the logo block, there must be at least .25” of clear space on all four sides.

Minimum Size Requirements

If the logo is less than the minimum width of 1”, it can appear without the signature below the NIB mark.
NIB TYPOGRAPHY

The standard NIB font is Arial. The standard text size is 12 point. Arial, a commonly used sans serif typeface, increases readability for people with visual impairments. It is preferred in all emails, letters, faxes, draft documents and other pieces of correspondence.

Headings or subheadings use Arial 14 point. You may use italics, bold or underlining to draw attention to a word or phrase.

Using color to attract attention to a certain word or phrase is acceptable, provided color is used sparingly. Overuse can make color less effective. For maximum impact, use high-contrast colors.

Because of NIB’s audiences, large print text may be necessary in some instances. Documents created using large print should follow NIB standards but use Arial Bold 18 pt.

**Arial Regular**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Arial Bold**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**Arial Italic**
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
ABILITYONE LOGO SPECIFICATIONS

The AbilityOne® Program logo uses Pantone® 193C, 534C and 293C. If the Pantone® color is not an option, the CMYK (4C) logo files should be used.

Avenir Black is the typeface of the AbilityOne logo. The logo files available have been typeset and converted to artwork for your use. The logo should not be recreated under any circumstance.

AbilityOne Red
PANTONE® 193C
CMYK: 2 • 100 • 60 • 11
RGB: 209 • 18 • 66
HEX: #D11242

AbilityOne Light Blue
PANTONE® 293C
CMYK: 100 • 38 • 0 • 2
RGB: 0 • 103 • 177
HEX: #0067B1

AbilityOne Dark Blue
PANTONE® 534C
CMYK: 95 • 72 • 9 • 38
RGB: 23 • 74 • 124
HEX: #174A7C

Avenir Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
When formatting the mark in text, apply the font superscript setting to raise the registration mark to the top edge of the letter "e" as shown: AbilityOne®. The registration mark should also be used the first time AbilityOne is used on a page, or in a chapter or document section. Do not use the registration mark when the word AbilityOne is used again on the same page, or subsequent pages within the same chapter or document section. See “Tags and Copy Tips” for additional guidance.
ABILITYONE LOGO USAGE

Acceptable Logo Forms

1. The full color logo may be used over a white or solid color background, provided the background is a light or neutral color that complements the color scheme.

2. The white AbilityOne® logo should be used on solid color backgrounds.

3. The black AbilityOne logo maybe used over a white or solid background, provided the background is a neutral color or complements the color scheme.
INCORRECT ABILITYONE LOGO USAGE

The examples below show incorrect logo use. Always use approved electronic artwork and follow the usage specifications in these branding guidelines.

Do not change the typeface.

Do not add visual effects to the logo.

Do not place the logo on an active background that affects readability.

Do not screen the logo.

Do not change the proportion of any elements within the logo.

Do not distort the logo in any way.

Do not change the colors of the logo.

Do not rearrange the logo.
ABILITYONE LOGO SIZING

Negative Space Around the Logo
To ensure the prominence and clarity of the logo block, there must be at least .25” of clear space on all four sides.

Minimum Size Requirements
For maximum legibility, the logo must NOT be reproduced smaller than .5” in width.
ABILITYONE PACKAGING LOGO

The AbilityOne packaging logo is designated exclusively for items on the Procurement List. This variation features the AbilityOne wordmark and symbol in a horizontal lockup.

This variation is intended exclusively for packaging applications and should never be used in place of the primary signature in any other brand communications.

Only use the approved digital art files.

For complete AbilityOne packaging logo guidelines, contact Catherine Schultz, Branding & Packaging Manager at cschultz@nib.org.

Avenir Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
TAGS AND COPY TIPS

Follow these guidelines when using the word AbilityOne® Program in headlines and body copy.

1. Do not use the registration mark with the word AbilityOne Program in headlines or subheads.

2. In body copy, use the registration mark the first time the word AbilityOne Program is used on a page, or in a chapter or document section. Do not use the registered symbol when AbilityOne Program is used again on the same page, or subsequent pages within the same chapter or document section.

   Note the registration mark goes after AbilityOne® not after Program.

NIB Mission Statement
To enhance the opportunities for economic and personal independence of persons who are blind, primarily through creating, sustaining and improving employment.

NIB Description
NIB and its nationwide network of associated nonprofit agencies are the nation’s largest employer of people who are blind. NIB delivers best value solutions – affordable, high quality products and services tailored to customer requirements – all while helping people who are blind build meaningful careers.
CONTACT

Remember, alterations to the NIB or AbilityOne® logos, are NOT permitted. To maintain continuity, use the electronic master files of these elements whenever possible in the assembly and reproduction of our brand identifiers. We appreciate your cooperation and feel confident that by applying these standards consistently, we will strengthen our marketing efforts by building brand awareness.

If you have questions or concerns, contact:

Lisa Koroma
Communications Design Manager
National Industries for the Blind
Phone: 703-310-0514
Email: Lkoroma@nib.org