

LOGO GUIDE



NANTAHALA
HEALTH FOUNDATION

LOGOS

Primary Logo

The Nantahala logo is comprised of two elements: the logo mark and the wordmark. The mark visually communicates a sunrise sky rising above the mountains. The colors conceptually represent hope and strength.

The logo's wordmark is a fully customized font and is completely unique to us. It has thick and thin lines that give it a structured, classic, sophisticated feel. The sans serif edges make it friendly and accessible, just like Nantahala.

This horizontal version of our logo is preferred for most applications.



NANTAHALA
HEALTH FOUNDATION

Use only when small

For dark backgrounds



LOGOS

Secondary Logo

The stacked lock-up of our logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented—like in vertical applications.

Our one-color logo, both horizontal and vertical, should be used very selectively and only when small (not on large posters or where it is the main element on the page). It should only be used when the full-color logo doesn't work well, like when placed over a photo.



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LOGOS

Using Our Logo

In the interest of protecting the integrity of the Nantahala brand, we have created basic logo guidelines in regards to safe area, logo combinations and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height of the "N" within our logo.



≥ 1.2 INCHES (115 PX)



1 INCH (96 PX)



≥ 1 INCH (96 PX)



.75 INCH (72 PX)

MINIMUM SIZE

To ensure legibility, clarity and brand consistency, the width of the main logo should never be reduced to less than 1.2 inches when in full color, or one inch when in one color.

LOGOS

Logo Misuse

In order to maintain a strong, consistent and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo.

These usage guidelines apply to all versions of the logo.

Incorrect Usage



Don't add shadows, strokes or other effects



Don't rotate, make 90 degree vertical or flip



Don't alter proportions of the logo mark or wordmark



Don't alter the letters or spacing in any way



Don't change any color or the order of the four colors



Don't change aspect ratio, stretch or squeeze



Don't make the logo into an outline



Don't skew or bend the identity in anyway

COLORS

Our Palette

Clean, natural, organic colors make up Nantahala's primary two-color palette.

Roman Silver

Use for main content and headlines.

Apricot

Use to emphasize calls-to-action, important text, website buttons or background colors.

Nectar

Use sparingly for subheads or pull quotes.

Yellow Ochre

Use sparingly as an accent.

May Green

Use for content related to growth or money. Use sparingly as an accent.

When combining colors, secondary colors should be used only when accompanied by one or more colors from the primary palette.

Primary Palette

Roman Silver C 2 M 2 Y 0 K 42 R 142 G 143 B 146 HEX #8E8F92	Apricot C 0 M 28 Y 100 K 7 R 235 G 169 B 000 HEX #EBA900		
50% HEX #B7B8BA	25% HEX #DADADB	50% HEX #FCD38C	25% HEX #FFE8C5

Secondary Palette

Nectar C 0 M 41 Y 77 K 12 R 224 G 132 B 051 HEX #E08433	Yellow Ochre C 0 M 17 Y 60 K 3 R 245 G 203 B 097 HEX #F5CB61	May Green C 57 M 0 Y 55 K 37 R 068 G 160 B 071 HEX #44A047			
50% #EEBB8D	25% #F5DAC0	50% #F9E2AC	25% #FCEED2	50% #A2C695	25% #CEDEC5

TYPOGRAPHY

Our Font

Roboto is our main brand font used for headlines, body copy and digital channels. It is a clear, legible, modern sans serif that works well in print and online. It also includes a wide variety of “font families” and includes many “weights” like light, regular, and bold. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. Roboto doesn’t compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm.

Roboto Font Family

ROBOTO THIN

ABCDEFGHIJKLMN
abcdefghijklmnopqrs

ROBOTO LIGHT

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO REGULAR

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO MEDIUM

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO BOLD

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO BLACK

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO THIN ITALIC

ABCDEFGHIJKLMN
abcdefghijklmnopqrs

ROBOTO LIGHT ITALIC

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO REGULAR ITALIC

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO MEDIUM ITALIC

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO BOLD ITALIC

ABCDEFGHIJKLMN
abcdefghijklmnopqr

ROBOTO BLACK ITALIC

ABCDEFGHIJKLMN
abcdefghijklmnopqr