

Logo guidelines

**National Physician
Suicide Awareness Day**



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Suicide Awareness Day**

Logos

Color options:

Full Color is preferred and should be used whenever possible.

Grayscale should only be used in print materials that are exclusively printed in black and white.

White / Knockout can be used in limited circumstances when the logo needs to be placed on a dark color (preferably NPSA purple).

File formats:

EPS is a vector file format, meaning that it can be scaled to any size without losing quality. This format should be used for printing and should be provided to designers.

JPG is a digital file format with a solid white background. It loses quality when scaled up and should only be used for websites, PowerPoint and other digital media.

PNG is a digital file format with a clear background. It loses quality when scaled up and should only be used for websites, PowerPoint and other digital media. It is preferred over JPG.

Full color



**National Physician
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Grayscale



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White / Knockout



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Colors

Color formats:

CMYK is used for normal printing. CMYK (process color, four color) refers to the four colors of ink used in printing: cyan, magenta, yellow, and black.

PMS refers to Pantone Matching System, which is used by specific printers for specific purposes, such as screen printing for t-shirts or other collateral. Each color is a specific, separate ink. If screen printing a t-shirt, you may need to specify the three PMS colors listed to the right in order to get the best color match for the NPSA logo.

RGB is used for digital (web, PowerPoint, and otherwise on-screen media). RGB refers the colors used in a digital display: red, green and blue.

Hex values are six-digit codes used to represent RGB colors in HTML, CSS and other web related systems. These codes can also be used in PowerPoint and all design programs.

Tints:

The lighter purple in the NPSA logo is a 65% tint of the CMYK purple and a 70% tint of the RGB purple. To get the best color match using PMS values, a third color is needed. If three PMS color printing is not affordable, but two color printing is, a 65% tint of the PMS purple is acceptable.

Purple

CMYK: 83/100/6/1

PMS: 2597 C

RGB: 86/45/137

HEX: 562D89

Purple Tint

CMYK: 65%

PMS: 265 C (or 65% of 2597 C if needed)

RGB: 70%

HEX: 896CAC

Teal

CMYK: 69/0/22/0

PMS: 319 C

RGB: 36/189/202

HEX: 24BDCA

Fonts

Font used in logo:

Roboto Black

Additional fonts suggested for related materials:

Titles and headers:

Roboto Black

Roboto Black Italic

Body copy:

Roboto Regular

Roboto Italic

Suggested color for body copy:

Dark gray

CMYK: 0/0/0/85

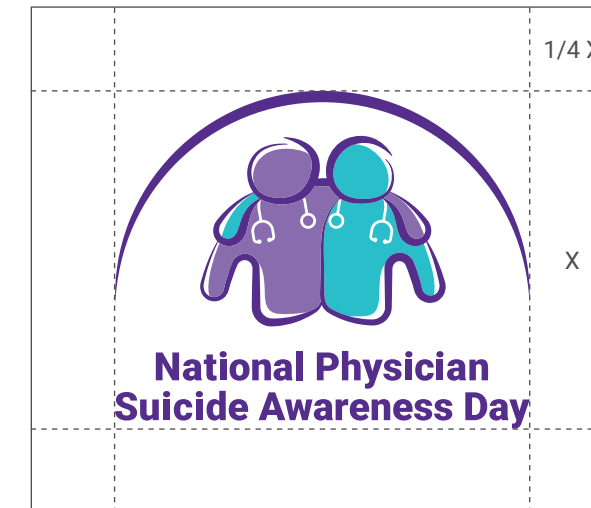
RGB: 80/80/80

Hex: 505050

Spacing and size

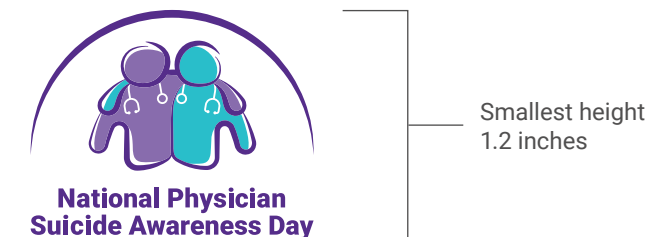
Clear space:

The logo should have enough clear space around it so that it does not crash into other content. If the height of the logo is "X," then please allow for at least 1/4 X on all four sides of the logo.



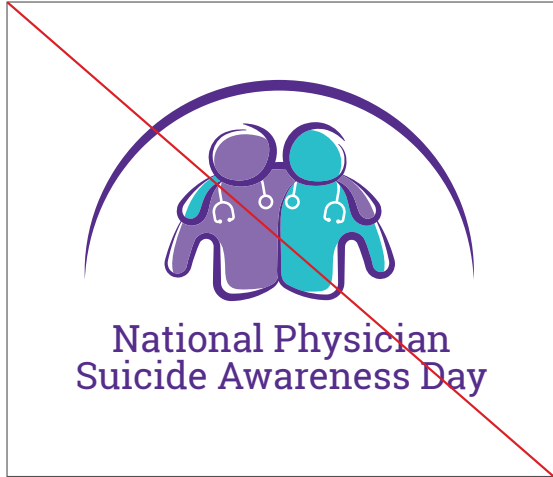
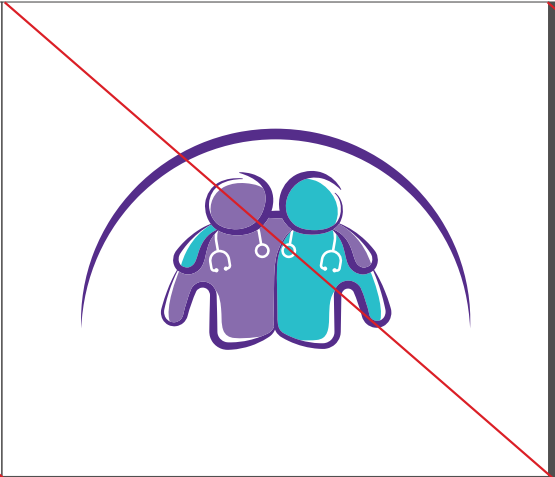
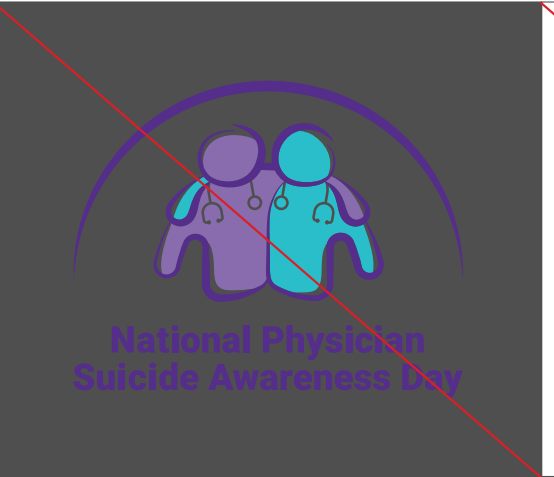
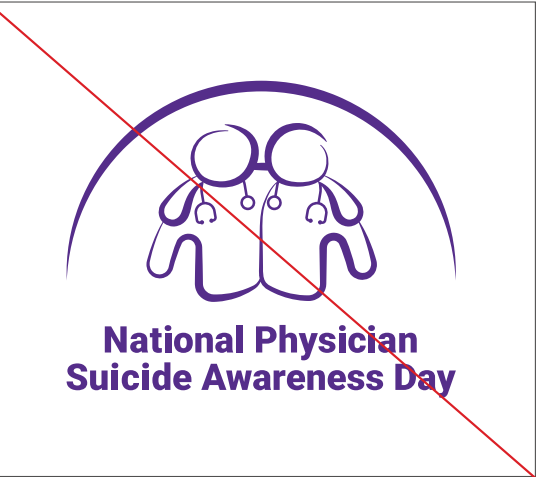
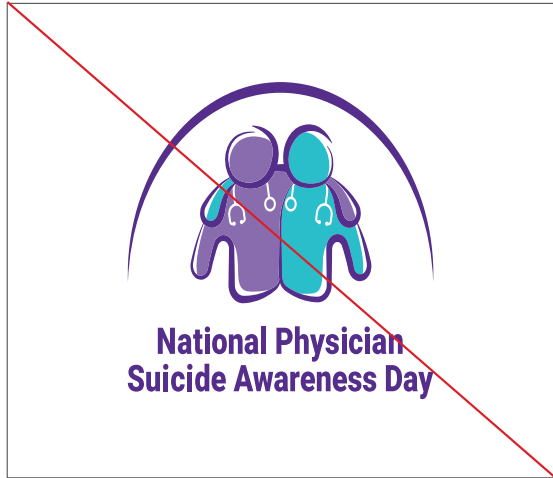
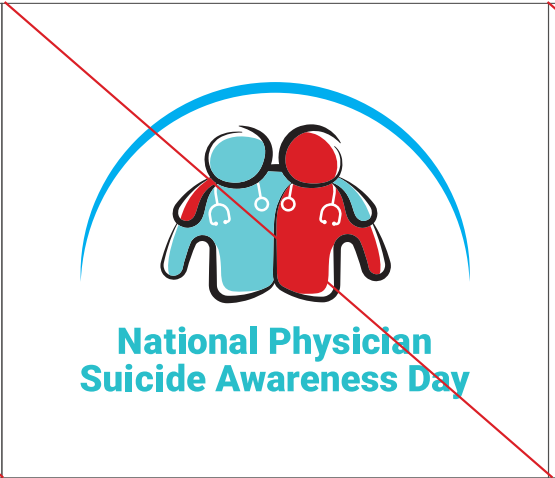
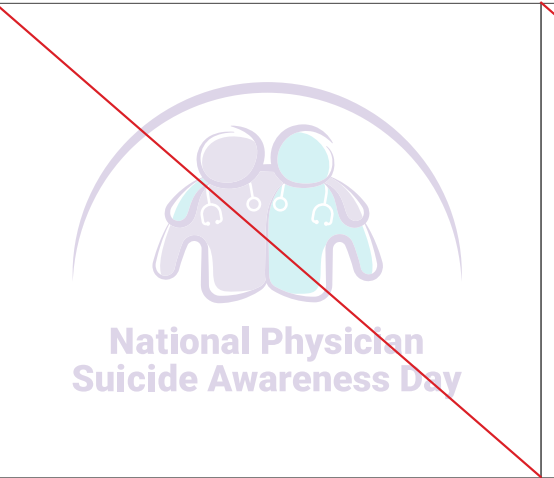

Smallest size:

To preserve legibility, please do not reduce the size of the logo below 1.2 inches in height.



What NOT to do

This list details things not to do with the logo in order to maintain its integrity and quality.

<p>Do not change the font</p>  <p>The logo features the text "National Physician Suicide Awareness Day" in a font that is not the official NPSA font. A red diagonal line is drawn across the logo.</p>	<p>Do not remove the name</p>  <p>The logo features the graphic of two doctors but the text "National Physician Suicide Awareness Day" is missing. A red diagonal line is drawn across the logo.</p>	<p>Do not place full color logo on dark color background</p>  <p>The logo is placed on a dark gray background, making the colors less visible. A red diagonal line is drawn across the logo.</p>	<p>Do not use the Knockout version and change the color to create a one-color logo</p>  <p>The logo is a monochrome version where the original colors have been replaced by a single color (dark purple). A red diagonal line is drawn across the logo.</p>
<p>Do not squish the logo</p>  <p>The logo is compressed horizontally, making the figures and text appear distorted. A red diagonal line is drawn across the logo.</p>	<p>Do not change the colors</p>  <p>The logo uses incorrect colors: the figures are light blue and red, and the text is teal. A red diagonal line is drawn across the logo.</p>	<p>Do not use as a water mark</p>  <p>The logo is rendered in a very light, faded color, typical of a watermark. A red diagonal line is drawn across the logo.</p>	<p>Do not add a date to the logo</p>  <p>The logo includes the date "September 17, 2018" below the main text. A red diagonal line is drawn across the logo.</p>

Examples


Following are examples of how the logo can be used.



Join us for National Physician Suicide Awareness Day 9.17.18

Shine a light. Speak its name.

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National Physician
Suicide Awareness Day



National Physician
Suicide Awareness Day

Join us on 9.17.18

Shine a light.
Speak its name.

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