

Brand Manual

Logo, Font, and Color Guidelines

WWW.STATEFORESTERS.ORG



NATIONAL ASSOCIATION OF STATE FORESTERS



NATIONAL ASSOCIATION OF STATE FORESTERS

NASF is a leader in promoting and protecting working forests and healthy trees across a broad continuum of landscapes. Whether people live near a single tree or deep in the woods, the work of state foresters benefits all Americans.

By keeping NASF's external facing collateral and communications on brand, *together* we strengthen the reputation and influence of our association.

A handwritten signature in black ink that reads "Whitney Forman-Cook". The signature is written in a cursive, flowing style.

WHITNEY FORMAN-COOK,
COMMUNICATIONS DIRECTOR



NATIONAL ASSOCIATION OF STATE FORESTERS

01 Logos

Masthead Logo

May only appear in NASF Green or white.



NATIONAL ASSOCIATION OF

STATE FORESTERS

Emblem Logo

May only appear in NASF Green or white.





02 Fonts

Lato is NASF's preferred font for digital communications and design applications, including print publications, social media graphics, marketing materials, and more.

Lato

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&()_+*

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

NASF uses **Montserrat** for headings in publications and alongside NASF's logo.

Montserrat

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!!@#\$\$%^&*()_+

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!!@#\$\$%^&*()_+

In limited applications, **Open Sans** is used in NASF's electronic newsletters and other web-based applications.

Open Sans

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

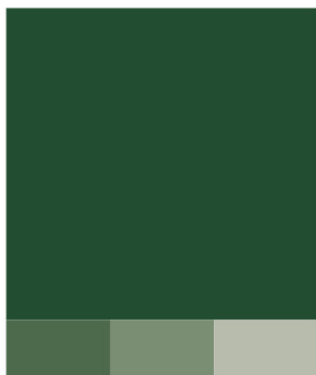
qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&()_+*

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+

qwertyuiopasdfghjklzxcvbnm
1234567890!!@#\$\$%^&*()_+



03 Colors



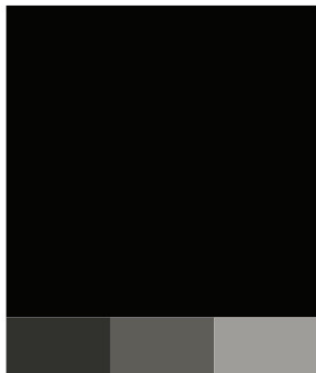
CMYK 92/18/94/61
RGB 33/87/50
HEX #215732

Tint: 75%, 50%, 25%



CMYK 16/50/100/1
RGB 192/136/53
HEX #c08835

Tint: 75%, 50%, 25%



CMYK 75/68/67/90
RGB 0/0/0
HEX #000000

Tint: 75%, 50%, 25%



04 Templates

Formal Letters

All formal letters sent on behalf of NASF, including those developed by a NASF member, staff person, or committee, must be formatted correctly on NASF official letterhead and reviewed by the NASF communications director before being published or disseminated.

PowerPoint Presentations

Upon request, NASF will furnish its official template for PowerPoint presentations and provide assistance with content development and editing. Should you have need for an NASF PPT, contact NASF's communications director.

White Papers

Periodically, NASF committees produce white papers on a given topic or policy. These documents must be reviewed and approved by the appropriate NASF staff person(s) and the communications director before being published or promoted by the association.

Policy Briefers

NASF policy briefers are generally reserved for business meetings, Capitol Hill visits, and NASF's website. They are created by the NASF communications director and cannot be altered (including modifying logos or updating dates) without her or the policy director's consent.

One-Pagers

NASF one-pager templates can and should be used in a variety of applications including as talking points, promotional flyers, guides, and case studies. Generally, they are created for specific purposes in advance of meetings or events, but can also be made upon request.

Press Releases

NASF press releases appear in three formats: electronic as an email, electronic on the website, and printed as a handout. Templates for all three formats are available upon request.

FOR COMMITTEES

Committee Work Plans

NASF committee work plans follow a standard format reflecting the current strategic plan for the organization.

Committee Meeting Minutes

NASF committee meeting minutes should utilize NASF's meeting minutes template when possible.

Committee Meeting Agendas

NASF committee meeting agendas should utilize NASF's meeting agenda template when possible.



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05 Additional Branding Elements

All formal letters sent on behalf of NASF, including those developed by a NASF member, staff person, or committee, must be formatted correctly on NASF official letterhead and reviewed by the NASF communications director before being published or disseminated.

Official Letterhead

May only appear in NASF Green.



NATIONAL ASSOCIATION OF STATE FORESTERS

444 North Capitol Street NW | Suite 387 | Washington, DC 20001 | www.stateforesters.org

Official Footer

May only appear in NASF Green.

Executive Director
Jay Farrell

2020-2021 Executive Committee

President Joe Fox, Arkansas
Vice President Christopher Martin, Connecticut
Treasurer Kacey KC, Nevada
Past President Greg Josten, North Dakota

Northeastern Representative
Western Representative
Southern Representative

Rob Davies, New York
Sonya Germann, Montana
Scott Phillips, South Carolina

Nameplate

May only appear in NASF Green or white.



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