National Federation of the Blind logo and tagline live the life you want.

Brand Standards

Created November 2017

Overview

\*OUR BRAND ARCHITECTURE

Our brand is made up of the ideas, values, characteristics, and qualities for which the National

Federation of the Blind wants to be known. The brand architecture defines our brand. It is a

reminder of our organizational values as we make decisions and take action. The brand architec

ture guided the creation of the one-minute message and the tagline, and it should also guide all

of our other messaging. The components of the brand architecture are not necessarily intended

to be used as external messages, but you may find that some of them can be. Some of our

leaders find the brand promise to be a particularly powerful and resonant statement and use

it in speeches, presentations, and documents. The elements of the brand architecture are as

follows:

$BRAND VALUES

Our brand values are the essence of our brand, the code by which the brand lives—the principles

upon which we make our decisions. They are the heart and soul of the organization. We have

expressed them as follows:

COURAGE:

Fighting for freedom takes perseverance and unwavering determination in the face

of challenges, setbacks, and difficulty. For seventy-five years the NFB has led this fight and made

significant progress on the road to complete freedom and equality for the blind. It will take

our continued courage to “break down the remaining barriers on the last miles of the road to

freedom” (to paraphrase Dr. Maurer).

RESPECT:

Our faith in the capacity and dignity of blind individuals is at the heart of our mission.

We assert the right to be treated fairly and equally. We reject society’s low expectations that

come from the ingrained belief that blindness is the characteristic that exclusively defines us.

FULL PARTICIPATION:

We assert that blind people have a right to live fully and equally in the

world, and from this flows our expectation that society will not artificially prevent blind people

from full participation. The world is better off when all of its people can contribute all that they

have to offer.

\*LOVE:

The NFB provides a loving, supportive, and encouraging family that shares in the chal

lenges and triumphs of our blind brothers and sisters. This deeply held faith in one another

sustains members during times of challenge and cheers on individual and collective successes.

Love is the feeling that permeates our organization and pushes us to expect the best from each

other.

\*DEMOCRACY:

The NFB is the original and largest organization of the blind. By virtue of being a

democratic organization open to all blind people, we represent the issues that are important to

the blind openly and fairly. National, state, and local officers are elected by the membership of

the NFB to ensure a representative form of government and democratic decision-making prac

tices. Our membership-driven structure ensures blind people may determine their own future

rather than relying on others to advocate for them.

\*COLLECTIVE ACTION:

The primary purpose of the NFB is “to serve as a vehicle for collective

action by the blind.” A core belief is that the blind can and will speak for themselves. Embodied

in this self-determination is the understanding that progress comes from blind people working

together, sharing individual dreams, and speaking with a more powerful, unified voice than any

one person could on his or her own.

BRAND PERSONALITY

Personality attributes are the culture of the organization—who we are, and also who we aspire

to be. The NFB’s defining personality traits are:

list of 4 items

•

Inspirational

•

Innovative

•

Inviting

•

Powerful

list end

\*BRAND VALUE PROPOSITION STATEMENT

The brand value proposition strives to encapsulate what our members and supporters get out

of engaging with the National Federation of the Blind. What value does our brand have in their

lives? Our brand value proposition statement is:

I am filled with hope, energy, and love by participating in the National Federation of

the Blind because my expectations are raised, my contributions make a difference to

me and to others, and I can celebrate the realization of my dreams with my Federa

tion family.

\*BRAND POSITIONING STATEMENT

This statement describes the NFB relative to other entities in the blindness field. It is as follows:

The NFB is the only organization that believes in the full capacity of blind people and

has the power, influence, diversity, and determination to help transform our dreams

into reality.

\*BRAND PROMISE

The brand promise is a distillation of the other elements, the heart of what is most important

about the National Federation of the Blind. It is what each of us tell ourselves every day so that

we can go out and live the brand. While it is primarily internal language, Federation leaders find

it to be a useful statement about our organization in speeches and presentations. Our brand

promise says:

Together with love, hope, and determination, we transform dreams into reality.

VISUAL IDENTITY

Visual identity is an important part of any brand. It can consist of your logo, your website, your

printed materials, your office space, your employee attire or uniform, and the art on your walls.

All these visual elements play an important role in communicating your brand to insiders and

outsiders alike. Today, visual identity can be even more important due to unlimited opportuni

ties for visuals on websites, social media, and videos.

If all National Federation of the Blind visuals share a cohesive look, it emphasizes the message

that we are all part of one unified organization working together.

The logo of the National Federation of the Blind, which was redesigned in 2014, is a strong

reflection of our organizational characteristics and values. The logo consists of three elements: a

symbol and two text elements—our name and tagline.

The symbol features six identical “icons,” or stylized people holding canes in a circle. These icons

are updated, contemporary version of our previous “Whozit” icon. They are displayed united in a

circle and convey a feeling of moving together as one. This represents our key values of collective

action, full participation, love, and democracy.

Each individual icon faces forward conveying action and inviting the viewer to engage. It

commands respect and is more inviting than an icon facing to the side. By representing action,

movement, freedom, and warmth, the icon represents our brand.

Together, the six icons convey the personality of the NFB—inspirational, innovative, powerful,

and inviting. They demonstrate we are not alone; we are a group, a team, a family, working

together.

The colors (blue, orange, green) represent optimism, love, unity, hope, confidence, growth, and

energy—all of which are important to our brand. The variation of colors also reminds us that we

are a diverse organization and each of us has something to contribute.

The font of the text is san serif, which is clean and more readable for those with low vision.

The logo places more emphasis on the words “of the blind” in order to call attention to that

important and powerful aspect of our organization. The tagline font is italic to imply the energy

and action we want people to take in order to “Live the life you want.” The text in the logo

represents power and action.

By each affiliate, chapter, and division consistently using the same logo and design elements

across the entire organization, we build a strong, national brand and minimize confusion about

who we are.

Our Logo

Our logo is a critical part of our brand and visual identity. To build a unified brand, it must be

used consistently across our organization. To make this easier, we have outlined the details of

how it should be used here.

The rectangle version of the National Federation of the Blind logo and tagline with symbol, logotype, and full logo deliniated

The square version of the National Federation of the Blind logo and tagline with symbol, logotype, and full logo deliniated

The National Federation of the Blind logo is made up of a symbol and logotype that are to always

appear together in proportion. If the logo is enlarged or reduced, it should always be treated as

one unit and sized proportionately.

“National Federation of the Blind” is typeset in Corbel.

“Live the life you want.” is typeset in Gabriola.

LOGO VARIATIONS

There are two approved versions of

our logo

:

rectangle and square. Any

other variations are not to be created

or used.

When space is limited is it acceptable

to use the logo without the tagline:

Live the life you want.

The rectangle version of the National Federation of the Blind logo

The square version of the National Federation of the Blind logo

Logo: Clear Space

In order to make our logo clearly visible in all applications, we have set a “clear space” area where no text or graphics should appear. This will ensure

our logo is visible and legible in all applications.

The clear space around the logo is equal to the height of the text OF THE BLIND.

The National Federation of the Blind logo and tagline with the height of the OF THE BLIND text highlighted.

The rectangle version of the National Federation of the Blind logo with clear space outlined.

The square version of the National Federation of the Blind logo with clear space outlined.

Logo: Misuses

Do not stretch or distort the logo.

A stretched out version of the National Federation of the Blind logo with an X over it.

Do not scale the elements separately.

A version of the NFB logo with the symbol very large and the text small. There is an X over all elements.

Do not change the position of the elements.

The NFB logo with the symbol in it's proper spot, but the text of the logo is turned up on a diagonal. There is an X over all elements.

Do not change the colors of the logo.

The NFB logo with three icons in blue and three in orange and the text in green rather than black. There is an X over all elements.

Logo: Color Format

LOGO COLORS

Our full color logo contains gradients. This means the main colors, blue, green, and orange are

a blend of different shades of those colors. This gives us a few shades of each color to use as

primary colors.

Blue Colors: Left: Pantone 3005 Right: Pantone 294

Green Colors: Left: Pantone 357 Right Pantone 355

Orange Colors: Left: Pantone 021 Right Pantone 173

Black color swatch

FULL COLOR

Below is the approved color logo for use on light-colored or white backgrounds. The words

NATIONAL FEDERATION

should always be in black. The words OF THE BLIND should always be

in Pantone 3005.

The rectangle version of the National Federation of the Blind logo in full color.

The square version of the National Federation of the Blind logo with the blue, Pantone 3005 OF THE BLIND text deliniated.

ONE COLOR

When color printing is not an option, the logo should ideally only appear in 100% black in either

the rectangle or square format.

The rectangular National Federation of the Blind logo in black ink.

The square National Federation of the Blind logo in black ink.

WHITE REVERSED

A white reversed-out version of the logo may be used when the background is dark and the full

color logo does not show up well. This logo will show up in white and the background color will

show up as-is, not black.

The National Federation of the Blind logo in white on a black background. Left is the rectangle logo and right is the square logo.

Affiliate Logo

The affiliate logo consists of the national logo with the addition of the state name in all caps,

right aligned, between the words OF THE BLIND and our tagline live the life you want. These

have been created for all affiliates. Contact

communicationsteam@nfb.org

if you need the files.

The rectangle format of the National Federation of the Blind of Alabama logo and tagline.

The square format of the National Federation of the Blind of Alabama logo and tagline.

Chapter Logos

There are two layout options for both configurations (square and rectangle) of the chapter logo. The rectangle configuration options consist of the affiliate

logo with the addition of the chapter name either in an arc or in a straight line above the words NATIONAL FEDERATION. The square configuration options

consist of the affiliate logo with the addition of the chapter name either in an arc over the symbol or in a straight line below the words LIVE THE LIFE

YOU WANT. These can be created for all chapters. Contact communicationsteam@nfb.org if you need your logo.

Two options for the rectangle chapter logo: top, The National Federation of the Blind of South Carolina logo with Anderson Chapter in an arc overtop the

logo. Bottom, the NFB of South Carolina logo with Anderson Chapter in a straight line and underlined above the words National Federation.

Two options for the square chapter logo: left, The National Federation of the Blind of South Carolina logo with a line under live the life you want and

then Anderson Chapter. Right, the NFB of South Carolina logo with Anderson Chapter in an arc overtop the logo.

Division Logos

The division logos consist of the national logo with the addition of the division name in all caps, right aligned, between the words OF THE BLIND and our

tagline live the life you want.

The rectangle National Federation of the Blind logo with the National Organization of Parents of Blind Children Division listed under the words OF THE

BLIND. Tagline below that.

The square National Federation of the Blind logo with the National Organization of Parents of Blind Children Division listed under the words OF THE BLIND.

Tagline below that.

State Division Logos

The state division logos consist of the national logo with the addition of the state division name in all caps, right aligned, between the words OF THE

BLIND and our tagline live the life you want.

The rectangle National Federation of the Blind logo with the Maryland Association of Blind Merchants Division listed under the words OF THE BLIND. Tagline

below that.

The square National Federation of the Blind logo with the Maryland Association of Blind Merchants Division listed under the words OF THE BLIND. Tagline

below that.

Contact Suzanne Shaffer at

sshaffer@nfb.org

or (410) 659-9314, extension 2264 for all logo

files. She can provide either JPG or EPS (vector) file formats for all the logos. If you are sending a

file to a printer the EPS file is the best file to share with them as well as a copy of this brand

standards guide.

Our Icons

Our symbol is made up of 6 colored icons. We do not recommend using this symbol without the name of our organization as that is our full logo. However,

you may use one of the icons by themselves.

The opportunity icon in blue. A stylized walking person with a cane. The person is made up of a pair of curved ribbons forming the arms and legs and has

an oval for the head.

The green icon.

The orange icon.

Icon in full color: blue, green, and orange

The black icon on a white background.

The white icon on a black background.

Icon in black and reversed out white on black

Icon Variations

Some simple variations can be made or added to our icon. For instance, a mortar board can

be added for use by the students division. These files can be created by the national office art

department when approved. Contact

communicationsteam@nfb.org

if you need a file or have

an idea.

The blue icon with a mortar board on its head.

OTHER VARIATIONS

When appropriate, for instance for the parents division, the icons can be used in simple groupings to simulate a family or parent and child.

Three icons together. The blue icon is the largest with a slightly shorter orange icon in the center and a small (childsize) green icon on the right.

A larger blue icon with a small (childsize) green icon.

Websites

All division, affiliate, and chapter websites should follow these branding guidelines. Please use

these logos and colors. If you have an existing website, we can assist you with prioritizing and

executing these updates when appropriate. Please contact

communicationsteam@nfb.org

with

any questions or to discuss further.

Social Media Imagery

Most social media sites (Facebook, Twitter, etc.) have two main image areas: A small image and a larger image. The small image should be one of our icons;

any of the three color options is acceptable. For the larger image we recommend using the full logo on a white or light blue background. If you want to

switch it up once in a while, a great photo of blind people living the lives they want is also a good option.

SMALL IMAGE

The green icon sized for the small image area.

The orange icon sized for the small image area.

The blue icon sized for the small image area.

LARGE IMAGE

FACEBOOK

The NFB of Alabama logo centered inside a blue background for the large image area on facebook.

TWITTER

The NFB of Alabama logo centered inside a blue background for the large image area on twitter.

Fonts

PRIMARY FONT: SAN SERIF

A san serif font such as, Calibri, Arial, Helvetica, etc. should be used for body copy for letters,

brochures, and general correspondence. San serif fonts are more readable for our low-vision

members. If your correspondence is targeted to blind or visually impaired persons, it is recom

mended that your body copy be no smaller than 14 point. If you are mailing anything FREE

MATTER FOR THE BLIND, the font MUST be 14 point or larger. Example:

Calibri Regular ABCDEFG abcdefg 12345#!?

Calibri Italic ABCDEFG abcdefg 12345#!?

Calibri Bold ABCDEFG abcdefg 12345#!?

Calibri Bold Italic ABCDEFG abcdefg 12345#!?

EMAIL FONT

It is recommended that you use a san serif font for the text of your emails as well, although it

does not have to be 14 point since everyone can set their digital devices to render in a font size

that is helpful to them.

SECONDARY FONT: SERIF

If you like you may use a serif font such as, Palentino, Times, Adobe Garamond, etc., can be used

for titles and headlines to provide emphasis and a point of contrast. Example:

Adobe Garamond Regular ABCDEFG abcdefg 12345#!?

Adobe Garamond Italic ABCDEFG abcdefg 12345#!?

Adobe Garamond Bold ABCDEFG abcdefg 12345#!?

Adobe Garamond Bold Italic ABCDEFG abcdefg 12345#!?

Applications: Email Signature

Please use these guidelines when creating your NFB email signature. To keep a consistent look and feel throughout emails that leave the organization, it

is important to use a consistent email signature.

AFFILIATE, CHAPTER, AND DIVISION EMAIL SIGNATURES

list of 6 items

1.

Please use an email signature that uses your name; NFB title; the NFB division, affiliate, or chapter you represent; email address; and phone number. Include

a link to nfb.org and/or your affiliate or division website, such as blindparents.org or nfb.md.org.

2.

Use the NFB tagline “Live the life you want” in your signature. While it has become common for people to include inspirational or thought-provoking quotes

in their personal email signatures, this is not appropriate for Federation communications.

3.

If you or your affiliate, chapter, or division is active on social media with an NFB-related social media account, add that as well, such as “Follow me

on Twitter @riccobono.” Please avoid including personal social media handles in your NFB signature.

4.

Due to the complexities of including graphics in email signatures, we do not recommend using the NFB logo in your signature at this time.

5.

If you would like to include language about the NFB philosophy, you may include the statement below crafted from our one-minute message.

6.

Please use a black, sans serif 12 point font.

list end

EXAMPLES

1. Here is an example of a signature with all of these elements:

Jane Smith, President

National Federation of the Blind of Greater Utopia

president@utopia.nfb.org

(888) 867-5309

[www.nfb.org](http://www.nfb.org)

[www.utopia.nfb.org](http://www.utopia.nfb.org)

Follow us @NFButopia

Live the life you want.

The National Federation of the Blind is a community of members and friends who believe in the hopes and dreams of the nation’s blind. Every day we work

together to help blind people live the lives they want.

2. Here is an example of a simplified signature:

Jane Smith, President

National Federation of the Blind of Greater Utopia

president.nfb.utopia@gmail.com

(888) 867-5309

[www.nfb.org](http://www.nfb.org)

Live the life you want.

Applications: Stationery

When to use: Letterhead is to be used in formal correspondence, letters, etc., to external audiences.

A letterhead template Word file has been created for all state affiliates. Please contact Suzanne

Shaffer at

sshaffer@nfb.org

or (410) 659-9314, extension 2264, if you require the template.

Templates can be created for divisions and chapters as well; please contact Suzanne to request.

A 10-up business card template has also been created in Word for all state affiliates. The information on the card can be personalized for you, or if you

are comfortable editing text boxes in Word you may. Any office supply store should have 10-up sheets that are perforated for printing business cards from

your own printer. If you would like to have your cards printed with a local printing company, contact Suzanne for a 1-up card.

LETTERHEAD BUSINESS CARDS 10-UP

A graphic of the layout of the NFB letterhead with the logo at the top and the contact info along the bottom.

A graphic of a sheet of business cards with the square logo on the left and the contact info on the right.

Applications: Marketing Materials

We want to present a unified brand when attending events such as Meet the Blind Month activ

ities. To that end we have (in the past) printed table banners, podium stickers, and small NFB

flags for all affiliates. Other options might be table-cloths or T-shirts with the national, state, or

chapter logo on them (examples below). If you require logo files or help setting up files for your

printer, please contact

communicationsteam@nfb.org.

In order to ensure a unified brand, please also send any artwork you plan to have printed to

communicationsteam@nfb.org

for approval.

A graphic of a T-shirt with the square logo on the pocket area of the front of the T-shirt and a larger rectangle logo across the back of the T-shirt.

A graphic of a tablecloth with the rectangle NFB logo on the front of the table.

Photography

Photos are an important part of our branding because they help tell our story. We want to show the general public that blind people can do all the things

they can do and that we are active, interesting, and productive members of society.

When taking photos be sure that your camera is set to take the largest file size photo. This ensures the photo will be usable for both print and web. Low

resolution files can only be used on the web or for social media. When taking photos of anyone (especially children) it is important

to get a signed media release to avoid problems. Below is a sample media release.

If you do not have an aspiring photographer but find that you have a need for photos, we do

have a library at the national center. Please contact Anna Kresmer at

akresmer@nfb.org

or call

her at (410) 659-9314, extension 2310 with specific requests.

MEDIA RELEASE

NATIONAL FEDERATION OF THE BLIND MEDIA RELEASE AND PERMISSION

The NATIONAL FEDERATION OF THE BLIND often takes photographs and video of children and adults for educational and promotional purposes. These images may

be used in printed materials, on our website, and in training and promotional videos. We may also send them to the news media.

I give permission to the NATIONAL FEDERATION OF THE BLIND and other NATIONAL FEDERATION OF THE BLIND event program partners to use my image or likeness,

or the image or likeness of my participating minor child, in materials produced by the NATIONAL FEDERATION OF THE BLIND for promotional and educational

purposes, or for any other purpose, and in any manner and medium.

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SIGNATURE DATE

Richard Payne, President

National Federation of the Blind of Ohio

937-396-5573or 937/829/3368

Rchpay7@gmail.com

The National Federation of the Blind knows that blindness is not the characteristic that defines you or your future. Every day we raise the expectations of blind people, because low expectations create obstacles between blind people and our dreams. You can live the life you want; blindness is not what holds you bac