Logo Guidelines

AUG 2025

ABOUT OUR LOGO

Our NAMI logo is inspired by our origin story, which began with grassroots efforts to advocate for better mental health resources and support for those affected by mental illness. Each blade of colorful grass, symbolizes growth and community resilience, along with the hands of those who united to form NAMI and continue its mission. Blues and greens represent healing and renewal, while yellow and orange evoke hope and energy.

LOGO USAGE

The NAMI logo is to be used only with the authorization of the National Alliance On Mental Illness - Dane County. These rights extend to other NAMI affiliates in good standing with the national NAMI organization. E-mail us at **outreach@ namidanecounty.org** for inquires about our logo and use approval.

Empowering lives through education, support, and advocacy.

LOGO COLORS AND FORMATS

The NAMI logo can be rendered in three different styles, with the full color version being the 'primary' style. Both NAMI acronym and affiliate is Brandon Grotesque typeface.

PRIMARY

BLACK AND WHITE

HORIZONTAL

LOGO MISUSES

To enhance the marketing efforts and effective use of the brand, avoid physical distortions and deviations of the logo.

- ✖ **DO NOT** separate the elements of the logo.
- ✖ **DO NOT** embellish the logo with a drop shadow.
- ✖ **DO NOT** change the colors of the logo.
- ✖ **DO NOT** change the font.
- ✖ **DO NOT** stretch or skew the logo.
- ✖ **DO NOT** create outlines around the logo.

NAMI - DANE COUNTY COLORS

PRIMARY PALETTE

COBALT BLUE	**GRASS GREEN**
C: 100 R: 0	C: 42 R: 126
M: 57 G: 29	M: 0 G: 217
Y: 0 B: 68	Y: 60 B: 87
K: 32	K: 15
HEX: 004AAD	HEX: 7ED957

SECONDARY PALETTE

DARK TURQUOISE	**TURQUOISE BLUE**
C: 100 R: 0	C: 60 R: 92
M: 15 G: 151	M: 2 G: 225
Y: 0 B: 178	Y: 0 B: 230
K: 30	K: 10
HEX: 0097B2	HEX: 5CE1E6

NEUTRAL

WARM GRAY
C: 0   R: 211
M: 0   G: 211
Y: 0   B: 211
K: 17
HEX: D4D4D4

Tints of these colors are allowed, as well as shades of black, orange, and yellow.

SUPPORTING TYPEFACES

SERIF

Brandon Grotesque

Approachable, geometric and modern, Brandon Grotesque (and all its weights) is used for short lengths of text, such as headlines, callouts and summaries.

SANS SERIF

Mr Eaves Sans

Highly legible and versatile, Mr Eaves Sans (and all its weights) can be used for longer lengths of text as well as quotes, headlines and other uses.

SOURCING

The NAMI's typefaces can be obtained, free-of-charge, from **fonts.google.com** or **fonts.adobe.com**.