



Nacha<sup>TM</sup>

Affiliate Program

Nacha Affiliate Program  
Visual Identity Guidelines

# Contents

---

Page 2

Introduction

---

Page 3

Logo

---

Page 4

Color

---

Page 5

Supporting Typeface

---

Page 7

Color Approved Uses & Examples

---

Page 8

Unacceptable Uses

---

Page 9

Additional Support

---

This manual has been prepared and distributed to ensure the successful implementation of Nacha Affiliate Program.

These guidelines are for anyone producing any type of visual materials that use Nacha Affiliate Program logo in any shape or form.

Please follow these guidelines carefully, keeping a consistent and proper usage to maintain a strong identity for Nacha Affiliate Program.

Logo  
Artwork

The reproduction artwork of the Nacha Affiliate Program signature illustrated here is available as png format in both RGB and CMYK. Original artwork is not to be redrawn, re-proportioned or modified in any way.

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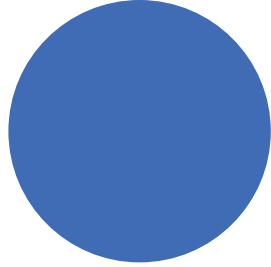
Standard wordmark



**Nacha**<sup>TM</sup>  
Affiliate Program

# Color

The Nacha Affiliate Program color palette is based on a range of vibrant colors. Approved colors may be matched CMYK for printed applications. RGB and Hex Code colors should be specified for screen-based/digital uses.

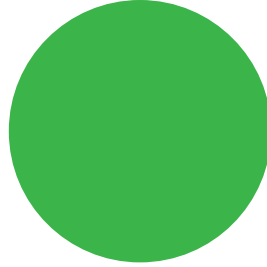


## Blue

CMYK  
C=100, M=13, Y=1, K=2

RGB  
R=0 G=110 B=255

Hex Code  
#006EFF

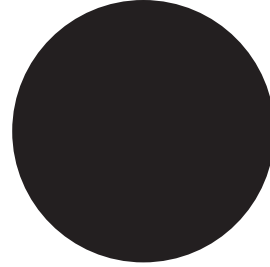


## Green

CMYK  
C=81, M=0, Y=92, K=0

RGB  
R=10 G=197 B=0

Hex Code  
#0AC500

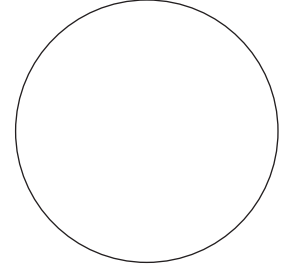


## Black

CMYK  
C=30, M=30, Y=30, K=100

RGB  
R=0 G=0 B=0

Hex Code  
#000000



## White

CMYK  
C=0, M=0, Y=0, K=0

RGB  
R=255 G=255 B=255

Hex Code  
#FFFFFF

## Supporting Typeface

For use in websites, brochures and collateral, the Radikal type family should be used. Radikal Thin should be used for large scale headlines, and text. Radikal Bold should be used for subheads. Headlines and subheads should be set in upper and lower case, not all capitals. For situations when the Radikal type family is not available, the Arial type family should be used.

The Radikal font is available from the Linotype type library at: <https://www.linotype.com/1562216/radikal-family.html>.

---

Radikal  
Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ1234567890  
abcdefghijklmnopqrs  
tuvwxyz1234567890

---

Radikal  
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**STUVWXYZ1234567890**  
**abcdefghijklmnopqrs**  
**tuvwxyz1234567890**

---

Arial  
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
STUVWXYZ1234567890  
abcdefghijklmnopqrs  
tuvwxyz1234567890

---

Arial  
Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**STUVWXYZ1234567890**  
**abcdefghijklmnopqrs**  
**tuvwxyz1234567890**

# Supporting Typeface

For use in websites, brochures and collateral, the Radikal type family should be used. Radikal Thin should be used for large scale headlines, and text. Radikal Bold should be used for subheads. Headlines and subheads should be set in upper and lower case, not all capitals. The font has 'stylistic set' options, Set 1 should be used at all times.

The Radikal font is available from the Linotype type library at: <https://www.linotype.com/1562216/radikal-family.html>.

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## Example Type Setting

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Header 1  
Radikal Thin  
32 / 34 pt  
-25 pt kerning  
Left Aligned

# Headline

Lo elit quae sunditat velest rem ent, ut officiae sit aut ad ut voluptaectem elita conserspel mi, sinvene cuptatiur ant quam repudipsa con re nihil modiame nimperspel ipsanis imusda quodips untiur.

---

Subhead  
Radikal Bold  
10 / 13 pt  
-10 pt kerning  
Left Aligned

## Subhead

Poreptatur aut ipitatem enientet peles ut am re corem faciet eum sed utesto doluptatis poritae resesendae por sit quiandandis idenducillab inum, si nimagnimodit inctiatem. Des sust quodisi nciminctet eium hit latur suntibus sitate volorem poreius.

---

Text  
Radikal Thin  
10 / 13 pt  
0 pt kerning  
Left Aligned

Bis alibusdae as non prernam rem atem fugitium volorest occusdae nusanis earibusam aliquosam, simaxim il esequiatur. Reriori busant mosaper orerum volest quam, inimaximin rempos earum dollam, am que verem res inctaerum lam volorep eribus dolupta volum re, sinulla perio.

Giam dipis ra voluptat. Dam autecto reperum abo. Itatur aturibus adiam dolorestrum a pratur? Qui amus, sam seque sae venis volo blaut dolore labo.

# Color Approved Uses

The Nacha Affiliate Program color palette has been selected to work effectively in print, on digital displays, and for web browsers. All colors used in applications of the identity should be selected with the intended medium in mind. When possible full color logo and signatures should be used.

A variety of color combinations are specified below for a diverse handling of applications on colored or photographic backgrounds. Any color combinations not specified however, should be avoided. The Nacha Affiliate Program logo signatures must always be accompanied by an appropriate TM trademark symbol.

## Color Usage Examples



Black on white



White on black



Color on white



Color on black



Black on light color backgrounds, with adequate contrast



White on dark color backgrounds, with adequate contrast



Black on light photographic backgrounds



White on dark photographic backgrounds



# Unacceptable Uses

Design and layout variations of the Nacha Affiliate Program wordmark not detailed in this manual are not permitted and the examples below or other variations are not permitted under any circumstances. The relationships between the various elements that comprise the wordmark are fixed and must be reproduced from supplied electronic art files.

Incorrect uses of  
the Nacha wordmark



Do not outline or add a stroke



Do not alter the spacing  
between letterforms



Do not alter size relationship



Do not stretch  
proportions vertically



Do not stretch  
proportions horizontally



Do not use partial elements



Do not fill type with image



Do not place white logo  
on light image



Do not place black logo  
on dark image



Do not change colors of type



Do not place color on  
color background



Do not place on background  
with inadequate contrast

## Additional Support

For help implementing components of this guide, for additional logo variations or for questions, please reach out to Nacha Communications & Marketing at 703-561-1100 or [Nachacommunications@nacha.org](mailto:Nachacommunications@nacha.org).

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