



Nacha[®]

Preferred Partner

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This manual has been prepared and distributed to ensure the successful implementation of Nacha's Preferred Partner identity system.

These guidelines are for anyone producing any type of visual materials that use Nacha's Preferred Partner logo in any shape or form.

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

Logo Artwork

The reproduction artwork of the Nacha Preferred Partner 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.

Standard

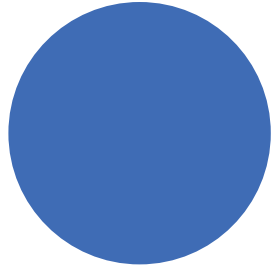


Color

The Nacha 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.

Optional secondary colors have been selected to work alongside the main colors of the Nacha brand. If needed or wanted, these colors may be used to provide variety and visual interest without leaving the recognized palette.

Primary

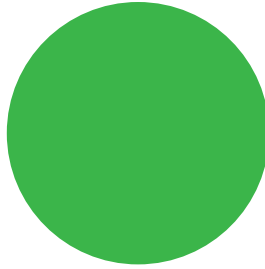


Blue

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

RGB
R=0 G=110 B=255

Hex Code
#006EFF

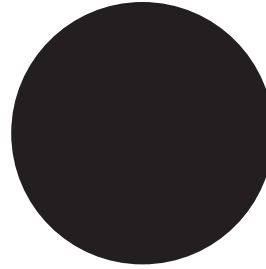


Green

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

RGB
R=10 G=197 B=0

Hex Code
#0AC500

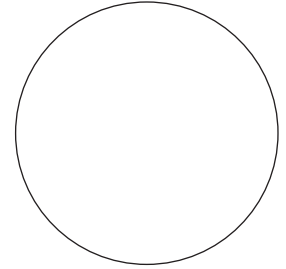


Black

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

RGB
R=0 G=0 B=0

Hex Code
#000000



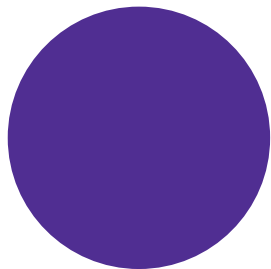
White

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

RGB
R=255 G=255 B=255

Hex Code
#FFFFFF

Secondary

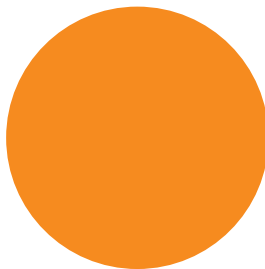


Purple

CMYK
C=85, M=100, Y=0, K=0

RGB
R=82 G=46 B=145

Hex Code
#522E91

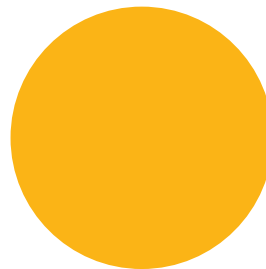


Orange

CMYK
C=0, M=62, Y=100, K=0

RGB
R=245 G=126 B=32

Hex Code
#F47E1F

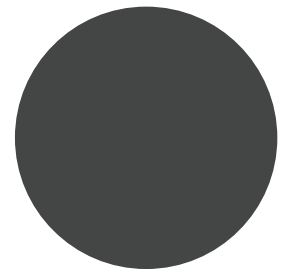


Yellow

CMYK
C=0, M=32, Y=100, K=0

RGB
R=253 G=181 B=21

Hex Code
#FCB414



Gray

CMYK
C=67, M=60, Y=59, K=43

RGB
R=69 G=69 B=69

Hex Code
#444444

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

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

Example Type Setting

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

Poreptatatur aut ipitatem enientet peles ut am re corem faciet eum sed utoesto doluptatis poritae reresendae 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. Rerori 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 Preferred Partner 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 Preferred Partner logo signatures must always be accompanied by an appropriate ® registered trademark symbol.

Color Usage Examples



Black on white



Black on light color backgrounds, with adequate contrast



White on black



Black on light photographic backgrounds



Color on white



White on dark color backgrounds, with adequate contrast



Color on black





White on dark photographic backgrounds

Unacceptable Uses

Design and layout variations of the Nacha Preferred Partner 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 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.
