

# Naomi Ruth Cohen

Institute for Mental Health Education

Brand Standards & Guidelines



**Naomi Ruth Cohen**  
Institute for Mental Health Education  
at The Chicago School

# NRCI Logo

## Primary Logo

The primary logo is the preferred logo for internal, external, advertorial, and any other form of communication. The NRCI butterfly will always appear in the hex codes #003041 (Dark Blue) and #1899d5 (Mid Blue) while the wordmark appears in #231f20. Other variations of the primary logo are listed below.



**Naomi Ruth Cohen**  
Institute for Mental Health Education  
at The Chicago School

### Other Variations:



**Naomi Ruth Cohen**  
Institute for Mental Health Education  
at The Chicago School

#### Reversed White

This variation is used only on a dark background.



**Naomi Ruth Cohen**  
Institute for Mental Health Education  
at The Chicago School

#### All Black

This variation can be used for black and white printing.

# Secondary Logo (Acronym)

NRCI's acronym can be used as the secondary logo. This secondary logo can be used when space is limited. The NRCI butterfly will always appear in the hex codes #003041 (Dark Blue) and #1899d6 (Sky Blue) while the acronym appears in #231f20. Other variations of the secondary logo are listed below.



**Other Variations:**

 <p><b>Reversed White</b> This variation is used only on a dark background.</p>	 <p><b>All Black</b> This variation can be used for black and white printing.</p>
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# Brand Icon

The butterfly in the NRCI logos can be used as an icon as well. This can be used as a stand-alone graphic.



**Other Variations:**

 <p><b>Reversed White</b></p>	 <p><b>All Black</b></p>
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# Logo Lockup

The logo lockup is used when it is necessary to showcase that NRCI and The Chicago School are in a partnership. The primary lockup uses the brand colors for both institutions, and uses the full logos of both institutions. The secondary logo lockups are also listed below.



<p><b>Reversed White</b></p> 	
<p><b>All Black</b></p> 	

# Logo Guidelines

1. The NRCI logo CANNOT appear in any other color outside of the traditional dark blue/light blue with black type, white-reverse, or full black.
2. If the logo appears on a solid background, the background color must be in the brand color palette.
3. DO NOT alter the NRCI logo in any way.
4. DO NOT run the NRCI logo small than 2.5".
5. DO NOT rotate or tilt the logo off its normal axis.
6. DO NOT place the logo on a solid background that is not in the official color palette. When placing the logo on any of the brand colors, use the white-reverse logo.
7. DO NOT alter the colors of the NRCI logo.

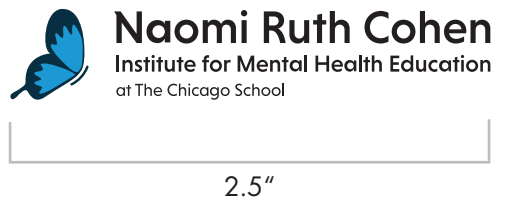


# Reproduction Standards

These are the guidelines and rules on how to appropriately scale the primary logo to ensure that NRCI is easily identified in materials.

### Print Requirements:

Minimum print reproduction size is 2.5".



### Staging:

Staging maintains clear areas around the logo to preserve visibility and legibility within all forms of communication.



Non-logo elements such as type or images (excluding a background treatment) may not encroach on the clear area. The element must maintain at least 6/10 cm from the logo. **The extended stem may never be encroached on by any element.**

# Brand Fonts

## Font Usage

The brand font to be used for all materials affiliated with NRCI (not including logos) is the Futura PT font family. Use Futura PT Heavy for headlines, Futura PT Demi for subheads, and Futura PT Book for body copy. When italic type is needed, please refer to the oblique variation of each font style and the hierarchy of type of the messaging.

**Futura PT Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Futura PT Demi**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Futura PT Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

***Futura PT Heavy Oblique***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

***Futura PT Demi Oblique***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

*Futura PT Book Oblique*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

# Brand Colors

## Color Palette

The primary colors represent the brand to promote NRCI in all offline and online communications.



**Dark Blue**

**CMYK**  
97C 71M 51Y 50K

**RGB**  
0R 48G 65B

**HEX**  
#003041



**Mid Blue**

**CMYK**  
76C 25M 0Y 0K

**RGB**  
24R 153G 213B

**HEX**  
#1899d5



**Sky Blue**

**CMYK**  
54C 0M 5Y 0K

**RGB**  
100R 203G 234B

**HEX**  
#64CBEA

# Photography

## Imagery

NRCI has a variety of imagery we use for internal, external, advertorial, and any other form of communication. Below are some examples of the types of imagery used.





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