

# *Robin Hargett* Communications

## Style Guide for NACCA 2028 in Atlanta, GA

### Logo Use & Visual Identity Standards



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## NACCA 2028



Atlanta, *Georgia*

Fostering Education, Leadership and  
Community through Agriculture

# Logo Usage

Primary Logo: Full-color version on white/light background

Secondary/Alternate Logos: Monochrome, horizontal/stacked, or icon-only versions

Clear Space: Minimum space required around the logo

Incorrect Uses: Stretching, rotating, changing colors, placing on busy backgrounds, etc.

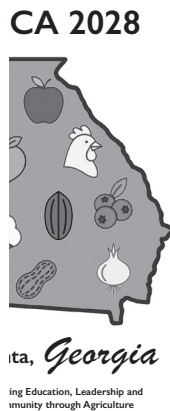
Primary Logo



Secondary Logo



Incorrect Uses  
Stretching, Rotating, Copping etc.



## Colors (Primary Logo)

### Dark Green:

HEX: #405C43  
RGB: 64, 92, 67  
CMYK: 72.35%, 43.3%, 75.63%, 34.03%  
HSB: 126, 30, 36



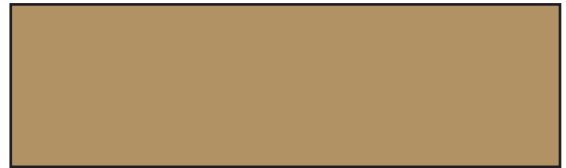
### Medium Green:

HEX: #7B9C70  
RGB: 123, 156, 112  
CMYK: 55.83%, 24.06%, 66.81%, 3.6%  
HSB: 105, 28, 61



### Light Brown:

HEX: #B09264  
RGB: 176, 146, 100  
CMYK: 30.88%, 39.31%, 67.79%, 4.11%  
HSB: 36, 43, 69



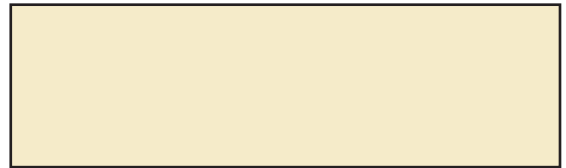
### Medium Brown:

HEX: #996C46  
RGB: 153, 108, 70  
CMYK: 33.66%, 55.73%, 77.14%, 16.47%  
HSB: 27, 54, 60



### Light Neutral-Yellow:

HEX: #F5EBC9  
RGB: 245, 235, 201  
CMYK: 3.85%, 5.15%, 23.63%, 0%  
HSB: 46, 18, 96



## Colors (Secondary Logo)

Black:

HEX: #405C43  
RGB: 64, 92, 67  
CMYK: 72.35%, 43.3%, 75.63%, 34.03%  
HSB: 126, 30, 36



Dark Gray:

HEX: #7B9C70  
RGB: 123, 156, 112  
CMYK: 55.83%, 24.06%, 66.81%, 3.6%  
HSB: 105, 28, 61



Medium Gray:

HEX: #B09264  
RGB: 176, 146, 100  
CMYK: 30.88%, 39.31%, 67.79%, 4.11%  
HSB: 36, 43, 69



Semi-Light Gray:

HEX: #996C46  
RGB: 153, 108, 70  
CMYK: 33.66%, 55.73%, 77.14%, 16.47%  
HSB: 27, 54, 60



Light Gray:

HEX: #F5EBC9  
RGB: 245, 235, 201  
CMYK: 3.85%, 5.15%, 23.63%, 0%  
HSB: 46, 18, 96



# Typography

Primary Typeface(s): Gill Sans in Semi-bold headers, Gill Sans Regular for body text

Secondary Typeface(s): For subtitles, callouts, or decorative uses

Header (H1): Gill Sans Semi-bold, 40pt

Subheader (H2): Gill Sans Semi-bold, 24pt

Body Text (logo): Gill Sans Regular, 12pt

Accent Text (logo): Brush Script MT Italic, 48 pt

Captions (not pictured on logo): Open Sans Italic, 10pt

Body Text (not pictured on logo): Open Sans Italic, 18pt

**NACCA 2028** --- Gill Sans Semi-bold, 40pt



Gill Sans Semi-bold, 24pt ---

**Atlanta, Georgia**

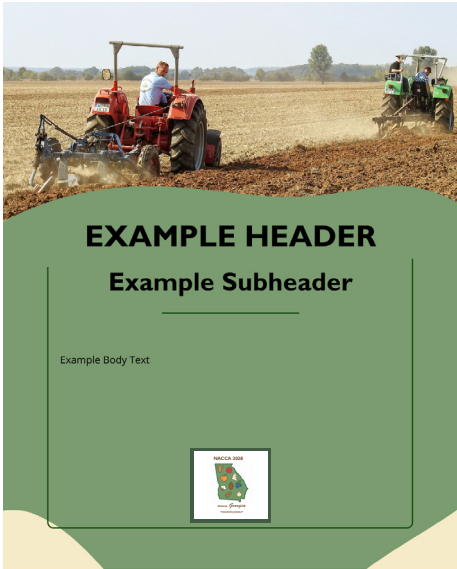
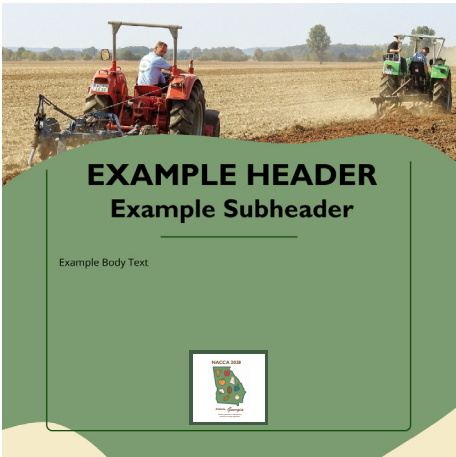
--- Brush Script MT Italic, 48 pt

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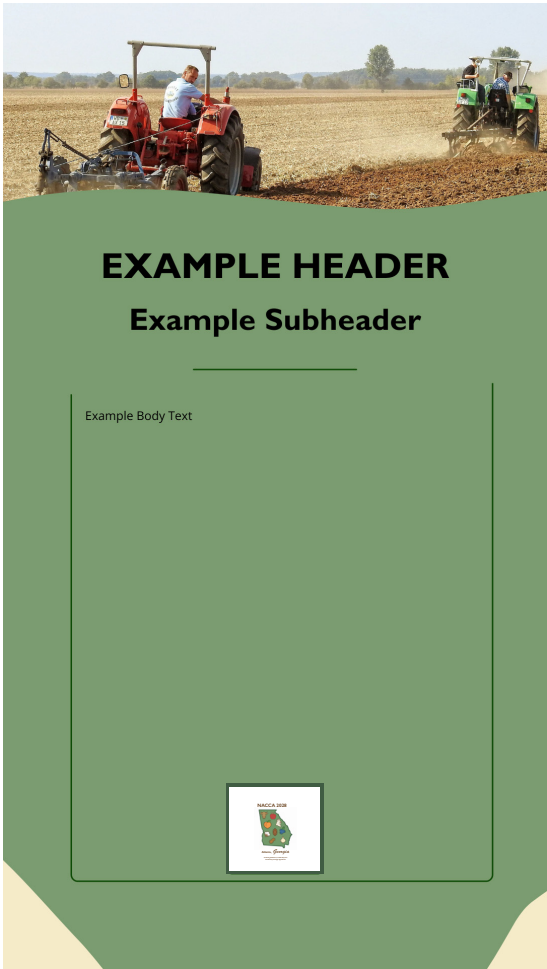
--- Gill Sans Regular, 12pt

# Social Media Graphics

Facebook & Instagram (etc.) Post Template:



Instagram/Facebook (etc.) Story Template:



# Merchandise Usage

Examples of merchandise:

T-Shirts, Hats, Stickers, Totebags, Waterbottles



Logos are to be printed in color, no greyscale.

T-shirts are to be used in colors white and black. Only Comfort Color T-Shirts are to be printed on/used.