

## Net Impact Brand Messaging and Visual Guidelines

Net Impact is a global network of students and professionals who want to change the world now and throughout their careers. With 300 chapters, multiple microsites and over 100,000 members, establishing a consistent brand identity is critical to our collective success.

Our brand is one of our most important assets. A great deal of effort has gone into understanding what the Net Impact brand stands for both today and tomorrow. We have created new messaging that better reflects who we are and where we are headed.

Clear and concise Net Impact messaging has many benefits, helping you to attract new members and grow relationships with your existing members.

Please follow these guidelines to ensure our behavior, voice and visual identity are consistent throughout the world.

### **OUR BRAND MESSAGING**

Net Impact is a global community of students and professionals who aspire to be the most effective change agents they can be.

Our programs offer emerging leaders the skills, experiences and connections they need to make a lasting social and environmental impact now and throughout their careers.

We help turn passions into a lifetime of world-changing action.

### **LONGER VERSION TO ARTICULATE (IF DESIRED)**

Many people want to make a difference, but turning good intentions into tangible impact can be hard.

Net Impact is your accelerator. We give our members the skills, connections and experiences they need to maximize their potential and have a lasting impact on the world.

One hundred thousand strong, with 300 global chapters, our members take on social challenges, protect the environment and orient businesses and products toward the greater good. In short, we help turn passions into a lifetime of world-changing action.

## tone and manner

Net Impact members are the emerging leaders that will shape our future. We strive to empower our members to become leaders. We are their trusted peers. We speak their language with a contagious, youthful energy. We are willing to push the boundaries and inspire our members to do the same.

### WE ARE :

Human  
 Youthful  
 Bold  
 Intelligent  
 Modern



### WE ARE NOT :

Fake voice of youth  
 Flippant  
 Brash  
 Inaccessible  
 Trendy



## The Net Impact Brandmark

The Net Impact brandmark embodies global movement of leaders using their careers to change the world. The circular mark builds off our brand heritage of using the ripple to symbolize both individual impact and an expanding movement.



## General Guidelines

The logo should always be used as it appears here (a few exceptions are shown on the following pages).

- ***Please do not alter the logo in any way.***

The logo must remain recognizable to serve its role as a powerful visual embodiment of our network.

- Don't separate the text from the circular mark
- Don't change the text, font, colors, or shape of the logo
- Don't reduce the logo (horizontal NET IMPACT text with circle) to less than 2 inches wide and/or .5 inches high. Doing so makes it hard to read, and diminishes the Net Impact brand.

## CHAPTER LOGOS

Chapters are provided their own customized Net Impact logo to be used in chapter-related promotional material and communications. Chapters are required to use their approved Net Impact logo and may not alter it in any way.

- The chapter name is to be set accordingly:

Font: Gotham Medium

Type Size: 22 points

Line height (leading): Range between 24 – 28 points

- Chapter name should be left-aligned with the NET IMPACT text
- Chapter names should not extend beyond the left edge of the ripples within the circle
- When more than one line is required, the first line should not extend beyond the left edge of the ripples within the circle. Subsequent lines should not extend beyond the far right edge of the ripples in the circular mark (see example)

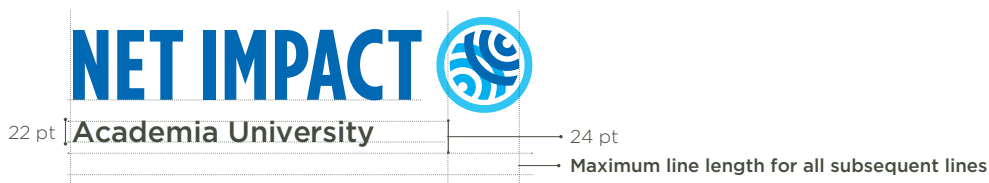
*In rare cases, Net Impact Central may create logos with exceptions to these rules to accommodate formatting considerations.*

One line chapter example, more than 12 characters

One line chapter example, 12 characters and under



Two line chapter example



## CHAPTER LOGOS

**Capitalization** | Capitalize only the first letter of each word (acronyms may appear in all caps).



**NET IMPACT**   
Academia University



**NET IMPACT**   
ACADEMIA UNIVERSITY

**Undergraduate Designation** | Undergrad chapters should be designated by adding the word “Undergrad” after the school name.



**NET IMPACT**   
Academia University  
Undergrad



**NET IMPACT**   
Academia University  
UNDERGRAD

**Punctuation** | Avoid punctuation in acronyms (e.g. use “UCLA” not “U.C.L.A.”).



**NET IMPACT**   
UCLA



**NET IMPACT**   
U.C.L.A.

## ALTERNATIVE LOGO COLORS

In most circumstances, the standard full-color Net Impact logo should be used. Please note the following exceptions.

Grayscale

**NET IMPACT** 

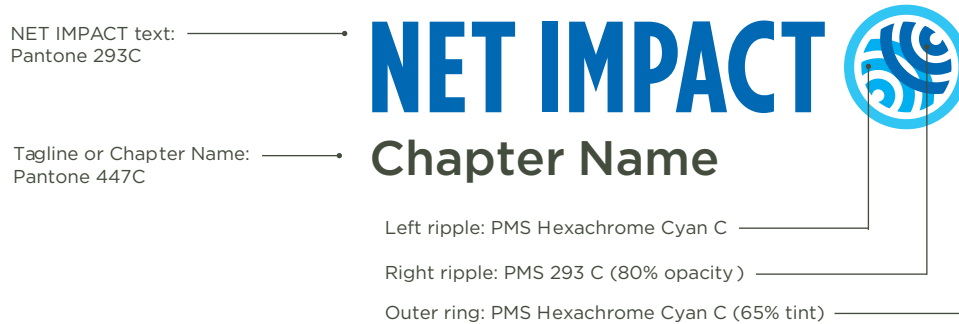
100% Black

**NET IMPACT** 

Knocked Out

**NET IMPACT** 

## THE NET IMPACT COLOR PALETTE



Net Impact’s color palette includes a selection of vibrant blues and rich grays. (Codes for our primary and secondary color palettes can be found on the next page)

### Primary Color Palette

Used for logo and most material.



### Secondary Color Palette

For added flexibility.



### Accent Colors

For more energy.



**Pantone:** Orange 021C | **CMYK:** 0, 53, 100, 0 | **RGB:** 247, 142, 30 | **HEX:** #F78E1E



**Pantone:** 368C | **CMYK:** 57, 0, 100, 0 | **RGB:** 122, 193, 67 | **HEX:** #7AC143

## PRIMARY PALETTE

- Use the blues in the Primary Palette for **headlines and larger text**.
- Use the dark gray for **smaller body copy**.



**Pantone**  
293C

**CMYK**  
100. 57. 0. 2

**RGB**  
0. 103. 177

**HEX**  
#0067B1



**Pantone**  
Hexachrome  
Cyan C

**CMYK**  
98. 0. 0. 0

**RGB**  
28. 174. 235

**HEX**  
#29ABE2



**Pantone**  
447C

**CMYK**  
16. 0. 31. 82

**RGB**  
68. 77. 62

**HEX**  
#444D3E

## SECONDARY PALETTE

- Use the lighter colors in the Secondary Palette for **backgrounds and accents**.
- You can also use the lighter colors **against dark backgrounds**.



**Pantone**  
5463C

**CMYK**  
96.66.53.47

**RGB**  
0. 56. 70

**HEX**  
#003846



**Pantone**  
5513C

**CMYK**  
18. 0. 7. 5

**RGB**  
196. 223. 224

**HEX**  
#C4DFE0



**Pantone**  
403C

**CMYK**  
0. 7. 17. 43

**RGB**  
162. 153. 138

**HEX**  
#A2998A

## QUESTIONS?

Call us at 415-495-4230