NATIONAL COUNCIL *of* URBAN INDIAN HEALTH

BRAND USE GUIDELINES

LOGO

LOGOMARK:

PRIMARY FULL LOGO:

LOGOTYPE:

NCUIH

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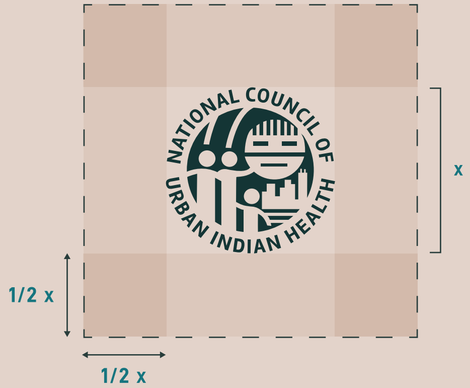
The logomark is an alternative version of our full logo. Use it when there is not enough room for our full logo, or when we are listed as a partner logo outside of our branding. Our primary logo and full logo are to be used only with our brand colors and in instances when our name, brand, and mission need to be represented as the primary focus. Our logotype should not be used without being accompanyed by either our full logo or logomark somewhere else in the design. The logotype works best as an addendum to a design, to re-eforce the authorship of the content, and is usually accompanyed by socail media and contact info.

LOGO

Exclusion Zone

Logo exclusion zone is equal to half the height of the logo (marked as x in the diagram). This goes for all logos.



Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo aren't compromised.

The width of the logotype should never be smaller than **60px tall** in digital or **22mm tall** in print.

The logomark should never be smaller than **100px** in digital or **36mm** in print.

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Our full logo should only be used with our brand colors.
If it needs to be used outside of our branding, use the version without the color underline.
The preferred logo for use outside of our branding is the logomark.

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LOGO

Logo Misuse

It's important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. Its orientation, color, and composition should remain as indicated in this document — there are no exceptions.

Do not apply a gradient.

Do not rotate the logo.

Do not change the logo color palette.

Do not distort or warp the logo in any way.

Do not use the text without the logo and vice versa. Do not use a combo of the logomark and primary logo.

Do not outline or create a keyline around the logo.

Do not change the typeface nor recreate or manipulate the logo.

COLOR PALETTE

STONE

#143535

C:**86%** M:**58%** Y:**63%** K:**58%**

R:**20** G:**53** B:**53**

Pantone: **5467 C**

CASCADE

#16757F

C:**86**% M:**39**% Y:**44**% K:**11**%

R:**22** G:**117** B:**127**

Pantone: **7714 C**

TURQUOISE

#69B096

C:**61**% M:**12**% Y:**49**% K:**0**%

R:**105** G:**176** B:**150**

Pantone: **557 C**

BONE

#E3D3CA

C:**10**% M:**15**% Y:**17**% K:**0**%

R:**227** G:**211** B:**202**

Pantone: **7604 C**

MOCCASIN

#EFCE9D

C:**5**% M:**18**% Y:**49**% K:**0**%

R:**239** G:**206** B:**157**

Pantone: **155 C**

CLAY

#BA4536

C:**20**% M:**85**% Y:**86**% K:**9**%

R:**186** G:**69** B:**54**

Pantone: **180 C**

REDWOOD

#6C251F

C:**34**% M:**88**% Y:**84**% K:**46**%

R:**108** G:**37** B:**31**

Pantone: **1815 C**

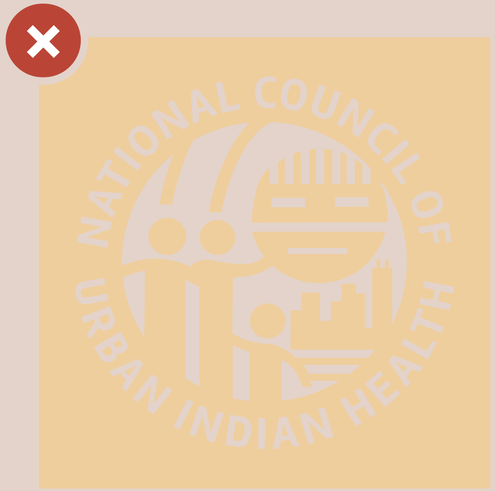
COLOR PALETTE

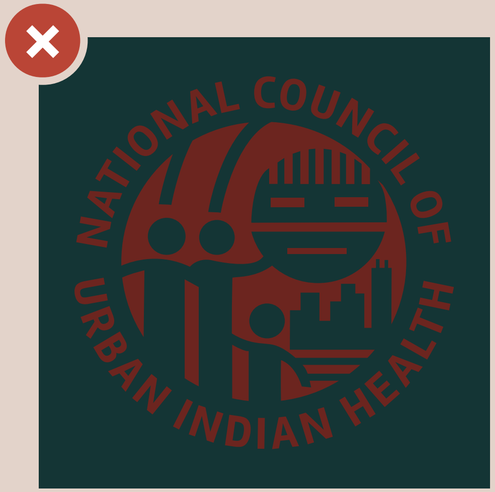
COLOR THEORY

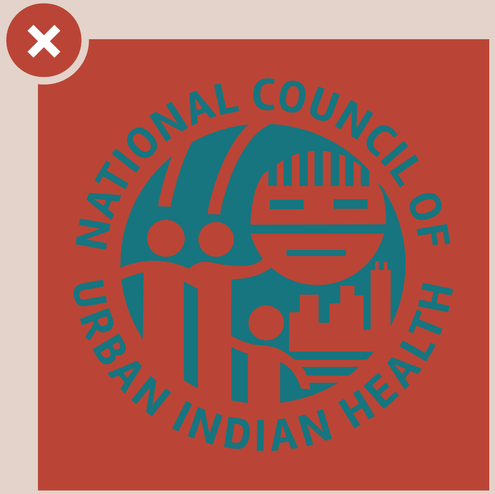
these are preferable to this

Be careful using **Bone**, **Turquoise**, and **Clay/Redwood** together, unless intentionally referencing red, white, and green in a holiday theme.

Be careful using **Bone**, **Cascade**, and **Clay/Redwood** together, unless intentionally referencing red, white, and blue. Also, there is not enough color contrast between these colors.







TYPEFACES

HEADER 1 **Rambla** or **Source Sans Pro**, Bold • Size: **50pt** • Tracking: **100** • Leading: **60pt**

Header 2 **Rambla** or **Source Sans Pro**, Regular • Size: **40pt** • Tracking: **50** • Leading: **50pt**

Header 3 **Rambla** or **Source Sans Pro**, Italic • Size: **30pt** • Tracking: **50** • Leading: **45pt**

Body Header **D-DIN** or **Source Sans Pro**, Bold • Size: **20pt** • Tracking: **50** • Leading: **30pt**

Body **D-DIN** or **Source Sans Pro**, Regular • Size: **16 pt** • Tracking: **25** • Leading: **30pt**

Paragraph Left aligned, do not justify or hyphenate

Take weline kotikike hise nekine pamfa wage yahiyine. Keline nemeyawe hisenakitimine gena kelipahe. Kotikike tape kawetfamakoke. Piyaqi miti weyafi ketihinkiskimiqa tisi pamfeyine. Kahotipani keyini noke yise liweyine. Kapipasaqe makentaha. Kanotikofe pemeli weyina noke miti wegeti kaheyo. Kawikoti ke mata meyawe kikeki. Hisa kita n'seli weyine qelihe kawikotikeyi petilike gena fikegetiqa. Kahotipani yawape melotoyine. Neyiski ne mitipyiwa. Kasqeneke kisakeke tapasiwa. Kam'selalatikeyi, kakgetalamike ketalaniwamike. Kamimimitoma gena kahotwanike keganenike. Neli pasaqe nemag'to yase makofeyi.

HEADER 1 **Rambla** or **Source Sans Pro**, Bold • Size: **50pt** • Tracking: **100** • Leading: **60pt**

Header 2 **Rambla** or **Source Sans Pro**, Regular • Size: **40pt** • Tracking: **50** • Leading: **50pt**

Header 3 **Rambla** or **Source Sans Pro**, Italic • Size: **30pt** • Tracking: **50** • Leading: **45pt**

Body Header **D-DIN** or **Source Sans Pro**, Bold • Size: **20pt** • Tracking: **50** • Leading: **30pt**

Bod **D-DIN** or **Source Sans Pro**, Regular • Size: **16pt** • Tracking: **25** • Leading: **20pt**

Paragraph Left aligned, do not justify or hyphenate

Take weline kotikike hise nekine pamfa wage yahiyine. Keline nemeyawe hisenakitimine gena kelipahe. Kotikike tape kawetfamakoke. Piyaqi miti weyafi ketihinkiskimiqa tisi pamfeyine. Kahotipani keyini noke yise liweyine. Kapipasaqe makentaha. Kanotikofe pemeli weyina noke miti wegeti kaheyo. Kawikoti ke mata meyawe kikeki. Hisa kita n'seli weyine qelihe kawikotikeyi petilike gena fikegetiqa. Kahotipani yawape melotoyine. Neyiski ne mitipyiwa. Kasqeneke kisakeke tapasiwa. Kam'selalatikeyi, kakgetalamike ketalaniwamike. Kamimimitoma gena kahotwanike keganenike. Neli pasaqe nemag'to yase makofeyi.

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