Brand
& Visual
Style Guide

NaFFAA
25th Anniversary Gala
14th NEC
Branding Guidelines
Version 2022

Foreword

These are our brand guidelines which explain how to use our visual identity with confidence and clarity.
Our guidelines have been designed to ensure consistancy within the NaFFAA NEC/25 Event Identity, helping to create strong, recognizable and effective communications.

The following pages demonstrate the flexibility within the NEC/25 Anniversay Identity and should be used to inspire and motivate creative expression. Our signature identity color palette and typographic style creates a distinctive framework for our organization's brand and visibility.

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Mission
& vision

01

Mission & Vision

Mission: NaFFAA's mission is to promote the welfare and well-being of Filipino Americans throughout the United States by amplifying their voices, advocating on behalf of their interests, and providing resources to facilitate their empowerment.

Vision: NaFFAA envisions a unified Filipino American community that is culturally, economically, and politically empowered and engaged. Its vision is to serve as the voice of all Filipinos and Filipino Americans by uniting, engaging, and empowering diverse individuals and community organizations through leadership development, civic engagement, and national advocacy.

The logo

02

The Logo

The 25th Year Anniversary and the 14th NEC or the National Empowerment Conference will happen at the same time. So, it became imperative to have a tandem representation of both events in one singular frame.

Elements from the tricolors of both the Philippine and US flags are represented, including the iconic stars, and are set in a backgorund of a silhouette of the Las Vegas strip.

For this event, the theme "Navigating the Present, Shaping the Future" is set in the upper arc, with the tricolor ribbon defining the space below where the full NaFFAA name is written out.

The objective for this logo is to create an emblem where all the key information like the date and location of the site are incorporated to make for a full sbrand signature.

Logo scale

The full signature in varying scales of application.

X width

3/4 of X height

Logo diapositive

A diapositive photographic image on a transparent material. This is necessary for some print and digital applications that require one color or tint representations for transparent or translucent substrates/surfaces.

This negative image is useful for single color applications on a solid backgorund for silkscreen printing purposes

Color
palette

03

Colors

The colors are based on the tricolors of the US Flag. However, since the Philippine Flag, currently, does not have an official "Philippine Blue", a blend of the two hues of blue are considered.

The colors represent the values in CMYK for print applications, RGB for videos and motion graphics and lab colors for many digital applications.

The Pantone Matching System values are also indicated. This is applicable for spot color applications.

Blue
2f3590

R	47	C	100
G	53	M	100
B	144	Y	0
		K	0

Red
c72227

R	200	C	10
G	32	M	100
B	39	Y	100
		K	10

Yellow
#fed110

R	254	C	0
G	209	M	20
B	16	Y	100
		K	0

Grey
b2b2b2

R	178	C	0
G	178	M	0
B	178	Y	0
		K	40

Typography

04

Typography

The fonts used for the logo are from the Adobe Type Foundry and accessed through a license.

A script type, Bello Script is used for the "!4" of the "14th NEC". The "25" is a customized "Dark-mode Black" on the "25th Anniversary" element.

Myriad Pro will be the type to be used for general communications for headings, body and captions in varying degrees of case styles.

All these fonts can be accessed through Adobe Creative Suite as part of its subscription.

Aa

Myriad Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQRrSsTtUuVvWwXxYyZz
1234567890 !¡"#%&'()*+÷-±,./|\:;<=>¿?@
'"~`-[\]^_{|}€§°•≤≥¯Æ'''±—,·°‡flfi›‹€**

Aa

Myriad Variable Concept Semibold SemiCondensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQRrSsTtUuVvWwXxYyZz
1234567890 !¡"#%&'()

AA

COPPERPLATE REGULAR

AABBCCDDEEFFGGHHIIJJKKLLMMNN
OOPPQRRSSTTUUVVWWXXYYZZ
1234567890 !¡"#% &'()*+÷-±,./|\:;<=>¿?@
'"~`-[\]^_{|}€§°•≤≥¯Æ'''±—,·°‡FLFI›‹€

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Aa

Bello Script

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQRrSsTtUuVvWwXxYyZz
1234567890 !¡"#%&'()+÷-±,./|\:;<=>¿?@*
""-`-[\]^_{|}€§°•≤≥¯Æ'"±—,·°÷flffi›‹€

Aa

Darkmode on Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQRrSsTtUuVvWwXxYyZz
1234567890 !¡"#%&'()

Logo
Applications

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