



NMSDC

National Minority Supplier
Development Council

AFFILIATE BRANDING GUIDELINES

ABOUT OUR BRAND

We are the global leader in advancing business opportunities for certified Asian, Black, Hispanic and Native American business enterprises. We connect these minority business enterprises (MBEs) to our corporate members in an effort to increase procurement and enhance supplier diversity.

WHAT IS OUR NEW BRAND IDENTITY?

The NMSDC brand identity is like a great partnership: a perfect complement for our corporate members, affiliates and MBEs. It projects a strong but friendly image.

We convey our brand identity through all forms of communication and experiences—expressing how we look, to how we act, and what we say. Everything we do directly impacts the way we are perceived by the world.

It's crucial that our corporate members and MBEs have the best possible experience with our brand—from our promise to deliver on opportunities to the quality of our certification process and the reach of our global initiatives.

It takes time to build a brand. And during this time, we'll measure our brand's success by the connection it communicates to our constituents and the experiences shared through those connections.

OUR BRAND CHARACTER & COMMITMENT

POSITIONING:

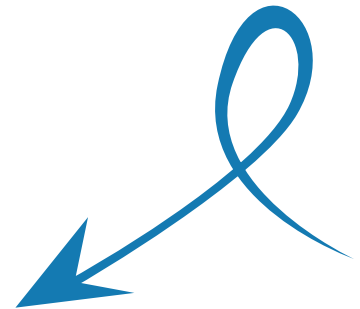
Everything we do has a direct impact on how the world perceives us.

It's critical that our corporate members and MBEs have a world-class experience throughout our network, from our promise to deliver on outstanding service, to the quality of the programs we offer and the global reach of our systems and processes.

A specific experience at the affiliate level has an impact across the entire network and directly communicates our brand experience.



AN
OVERVIEW



“we are change agents...”



BRAND PERSONALITY

The brand personality is best defined as excitement—daring, spirited, imaginative and up-to-date.



- Excellence** Our corporate members trust us because of the quality of our certified MBEs.
- Leadership** We are the platinum standard in minority supplier certification.
- Partnership** For MBEs, the national office is an essential part of their business life.
- Opportunity** We connect MBEs to Fortune 1,000 companies and other buying organizations.



LOGO TYPE TREATMENT

Space between Top Tier and Bottom Tier is approximately 1 "lowercase o"

The typeface use for NMSDC and all affiliates is DINPro - Medium for both top and bottom tiers.

NMSDC or affiliate name sits flush left, approximately 1 "capital letter N" space from the trinity.

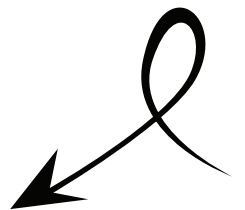
1 "capital letter N" space should be left above the text. The space below the trinity should be blank.



Important Notes:

- Never redraw or alter the logo by changing the color or position of the trinities, including the placement. Doing so weakens our identity.

- Use authorized artwork from:
<https://app.box.com/s/j1runyo7ks5v6palnw7v>



TYPES OF LOGOS – NMSDC

Which logo do I use?

Full Name Version (Primary)



LOGO &
USAGE

Acronym Version - for usage when logo size is reduced. All type must be readable



National Logo - Internal usage — for use when ganged up with entire network.






COLOR PALETTE

Consistent use of color is one of the easiest — and most effective — ways to break through marketing clutter.

The primary use for the NMSDC logo is the three-color version + black using Pantone colors listed below. When color or printing prohibits this, it may be used in all black or reversed out to white.



	PMS 1585C PMS 1505U		PMS 3015C PMS 3005U		PMS 382C PMS 381U
C: 0 M: 61 Y: 87 K: 0		C: 85 M: 48 Y: 0 K: 0		C: 33 M: 0 Y: 98 K: 0	
RGB: 245, 129, 56 Hex: #f58138		RGB: 23, 119, 189 Hex: #1877bd		RGB: 183, 212, 54 Hex: #b7d436	

Full Logo

Acronym Logo



National Logo



COLOR PALETTE

Approved NMSDC logo on background colors:



• White



• 7% Gray



NMSDC KO white versions of logo on brand colors



NMSDC KO white version of logo on Gray - 50% & 75%, 100% Black



NMSDC black version of logo on white background

**OUR 24 REGIONAL
AFFILIATES**



**OUR 24 REGIONAL
AFFILIATES**



INCORRECT USE



DON'Ts

1. Don't move "National Minority Supplier Development Council or NMSDC."
2. Don't remove "National Minority Supplier Development Council or NMSDC."
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo three-dimensional in any way.
6. Don't make a pattern or texture out of the logo.
7. Don't remove any of the trinity symbols of the logo.
8. Don't recolor the trinity graphic or the logo.
9. Don't skew or stretch the logo.

NOT SHOWN:

- Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- Don't display the logo in a way that suggests that a third party's product is an NMSDC product, or that the NMSDC name is part of a third party's product name. Please note: Use of the NMSDC logo by a third party requires a license agreement.

Do not alter the NMSDC or Affiliate co-branded logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo.

Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

Do not attempt to stage the logo yourself on a tag or alter the space between the NMSDC logo and the trinity symbol.

The color system
reflects a rich, dynamic
multi-dimensional
network

AFFILIATE LOGOS, FONTS & COLORS

Is it recommended that all network affiliates follow the best practice branding rules established by NMSDC for your new brand identity. NMSDC has worked with each affiliate President to provide CMYK colors for your new logos. You will need to work directly with your graphic artists to identify PMS and extended color systems.

In order to create a consistent visual identity across the network while maintaining the vibrant nature and established brand identity for each regional affiliate, the corporate color system expands and connects the network with the 50% Grey used in the middle trinity symbol.



Provided:


- 1) Primary Logo
- 2) Secondary Logo
- 3) Acronym Logo



STATIONERY

Envelope (Green):
 Certify
 Develop
 Connect
 Advocate
 UrlHereMSDC.org

Envelope (Blue):
 Certify
 Develop
 Connect
 Advocate

Business Card (White):

**Puerto Rico
 Minority Supplier
 Development Council**
 Name Here
 Title Here
 1234 Street Here
 12th Floor, Suite 123
 City, ST 12345
 P: 317-123-1234 x123
 F: 317-123-1234
 E: NameHere@UrlHereMSDC.org
 www.UrlHereMSDC.org



Letterhead:

**Puerto Rico
 Minority Supplier
 Development Council**
 1234 Address
 Suite xxxx
 City, State Zipcode

Letter:

**Puerto Rico
 Minority Supplier
 Development Council**
 Board Officers:
 CHAIRMAN: Name Here, Company Here
 VICE CHAIRMAN: Name Here, Company Here
 SECRETARY: Name Here, Company Here
 TREASURER: Name Here, Company Here
 MEMBERS: Name Here, Company Here
 OFFICE: Name Here, Company Here
 Dear Sir:
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium.
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 Best Regards,
 President's Name: Here

Business Card:

**Puerto Rico
 Minority Supplier
 Development Council**
 Dear Sir:
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean con...
 Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium.
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 Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero. Praesent vulputate. Phasellus vestibulum. Nullam nulla eros, ultricies sit amet, nonummy id, mollis leo, praesent pulvinar. Curabitur vestibulum aliquet eros, nec tempor molestie nunc, mauris tincidunt phasellus enim. Duis leo. Sed fames nunc sit amet nibh. Donec sodales sagittis magna.
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 Best Regards,
 Name Here,
 Title Here

Council Name Here | 1234 Street Name, City, State, Suite 123, City, ST, Zip
 P: 317-123-1234 x123 | F: 317-123-1234 | E: NameHere@UrlHereMSDC.org

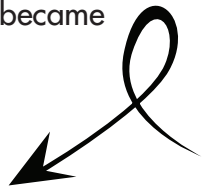
LOGO FONT & HEADLINES - DIN PRO

When used correctly, typography can convey image and feeling every bit as much — and sometimes more — than simple graphics. We’ve selected Din Pro - Medium as our logo and headline font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

We’ve selected a type family that gives NMSDC a friendly, modern, warm, and real voice: Futura.

In typography, Futura is a geometric sans-serif typeface designed in 1927 by Paul Renner. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes that became representative of visual elements of the Bauhaus design style of 1919–33.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

Our Primary Body Font

- Futura is our primary typeface
- Futura should be used in all communication materials
- Use type size and weight to establish a clear hierarchy of information
- Do not substitute any other typeface for Futura

abcdefghijklmn
opqrstuvwxyz

For desktop

Use Arial or Helvetica for desktop applications in a non-graphic artwork environment such as Microsoft Word and PowerPoint.

Use Futura for headline graphics, buttons and banners in Web portals, microsites, and other desktop-based environments.

To purchase our authorized fonts, go to: <http://www.fontshop.com>



NMSDC

National Minority Supplier
Development Council

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Suite 1000
New York, NY 10018

NMSDC.org



Certify
Develop
Connect
Advocate