



Logo Usage & Application Guideline
2017

**ABBREVIATED PRIMARY NCSS LOGO
(Positive/Tall/Wide)**

The abbreviated logo for use with member-only items is the primary NCSS Logo. This version is a positive image on a white background. The two signature colors used together are Blue and Gray (Pantone matching equivalents of 300c and Cool Gray 11c).

All NCSS logos use an art component of a globe formed by latitude and longitude grid lines. The signature font used in the NCSS logo is Myriad Pro Bold (All caps).

The NCSS globe can appear at the left of the abbreviated organization name (NCSS) or above the letters. This comprises the “wide” or “tall” logo. The available environment or space will determine which version will be most appropriate.



Wide



Tall



Pantone #7455
cmyk: 89/65/0/0
rgb: 35/98/174
Web: #2362ae



Pantone Cool Gray #7
cmyk: 0/40/37/3
rgb: 153/153/153
Web: #999999

PRIMARY NCSS LOGO (Reverse)

Only use the reverse of the NCSS logo if the background environment is very dark.



GRAYSCALE LOGOS

The grayscale version should be 100% black on a white background or the reverse 100% white on a black background.



MINIMUM SIZE IN PRINT

The minimum size of the logo is determined by the readability of the letters. In practical terms the “wide” logo letters should not be reduced below 16 points or a total width for the logo of 11/16th of an inch. The “tall” logo letters can reduce to 11 points or a total height of the logo 7/16th.



.687 inches in print
2.7 inches on screen
259px



.437 inches in print
1.7 inches on screen
163px

MINIMUM SIZE ON THE WEB

There are screen resolutions for every new device on the market. For safety use a minimum web size 4 times the size of the minimum print size.

CLEAR SPACE/GAP

Always use a generous clear space around the logo. The more space the better. A rule of thumb is to leave the narrow width of the logo letter “N” as a minimum surrounding the logo. Don’t let anything crowd closer.



ACCEPTABLE USES

Below are the acceptable uses for all NCSS logos.



IMPROPER USES

Below lists how NCSS logos should never be treated.



DO NOT lay the logo over a busy background.



DO NOT change any of the colors.



DO NOT use components as graphics or change their position or orientation.



DO NOT place a border around the logo.



DO NOT stretch or distort the proportions of the logo.



DO NOT unlock the graphic elements for any reason.



DO NOT add drop shadows to the logo.



DO NOT outline any part of the logo.



DO NOT convert a color logo into grayscale. Use the black or white version.

Always use the original files—never recreate, rotate or distort the logo. The logo should always remain as a standalone and should never be combined with any other objects, logos, words, graphic devices, photos, slogans or symbols outside the usage discussed in this guide.

NCSS NAME-LOGO

The logo for non-member communications should always use the NCSS name spelled out in initial caps (not all-caps).

ONE LINE OR TWO

The NCSS name-logo can be used in a single line. This is most commonly done to brand NCSS publications such as bulletins. This application uses the reverse logo (white) displayed on the signature blue field. The blue band bleeds or extends past the edge of the book or magazine cover on three sides: top, left and right.

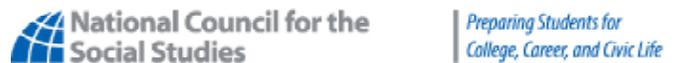
There is no pleasing way to break the NCSS name-logo into two lines, but the most acceptable way puts the words “Social Studies” together on the second line.

NAME-LOGOS WITH TAG-LINE

The tag line “Preparing Students for College, Career and Civic Life,” is meant to quickly define the NCSS mission for an audience who are less familiar with the organization. It appears on the NCSS website front page and on the NCSS bumper sticker. Both applications target the most general audience. The tag-line should be used exclusively with the spelled-out NCSS name-logo and should be typeset using a Myriad Condensed Italic style. The tag-line should always come second after the logo.



 National Council for the Social Studies



VIDEO LOGO

INTRO CARD

When creating a video, one must be crystal clear that NCSS is the deliverer of the content. Start and end the video with the NCSS logo, adhering to brand identity standards.

The NCSS logo when used with the element of time in a video should proceed along the following beats. Within the first five seconds, the screen should change from black to NCSS gray. The name of the organization should appear centered at the bottom of the frame in white title case. The font should be Myriad Semibold Condensed. The globe graphic should fade into view centered above the NCSS name. Then the background should change from NCSS gray to NCSS blue.

(Video content and credits fall between these cards)

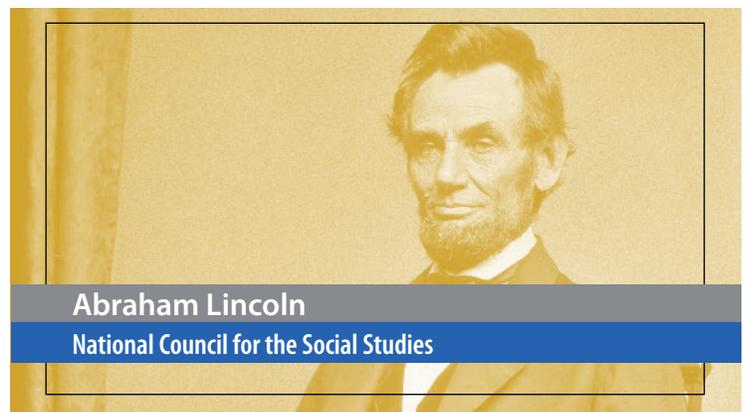
OUTRO CARD

The outro card should reverse the order set by the intro card. A solid blue background with all logo elements present appears. The outro card should also hold any contact information web address or social media links.

From this point (within 5-10 seconds: the outro can go slower than the intro card does) the globe should fade away. Next the contact information should fade away. Next the background color should modulate from blue to gray and finally the screen will go black. The National Council name should fade last. Nothing should follow this on screen.

LOWER THIRD TEMPLATE

The lower third captions should be made of the two primary color bands gray over blue. The speaker's name (or location) should appear in the upper band. The lower blue band is for NCSS branding and should only hold the organization name (no globe graphic). The font for the council name should be Myriad Semibold condensed.



LOGO FOR USE WITH NCSS GROUPS

Groups that share the NCSS logo for business cards, stationery and websites will forego the signature gray color for economy and simplicity. The group type is stacked under the tall NCSS logo. If the group uses more than one word as a description, then a blue line separates the NCSS logo from the group type. This subtly extends the blue, keeping the blue to black ratio from approaching 50/50, which would be dull.

If only one word is used to designate the NCSS group type, the blue separation line can be omitted.



MINIMUM SIZE FOR PRINT

The minimum size of a NCSS group logo is greater than the NCSS logo alone and must be determined by the readability of the x-height (lowercase character) of the smallest word. The font Myriad is quite readable to about 6 points. This would create slightly different minimums for each group type, but they are all close to 1 inch in total height. Do not use the NCSS group logos smaller than one inch in total height.



SAMPLE/TEMPLATE BUSINESS CARDS FOR NCSS GROUPS ARE AVAILABLE

