



# NUL

NATIONAL  
URBAN LEAGUE

2018 Brand Guidelines

# **national urban league branding.**

## **Category:**

- Brand messaging
- Visual branding
- Copywriting
- Design research

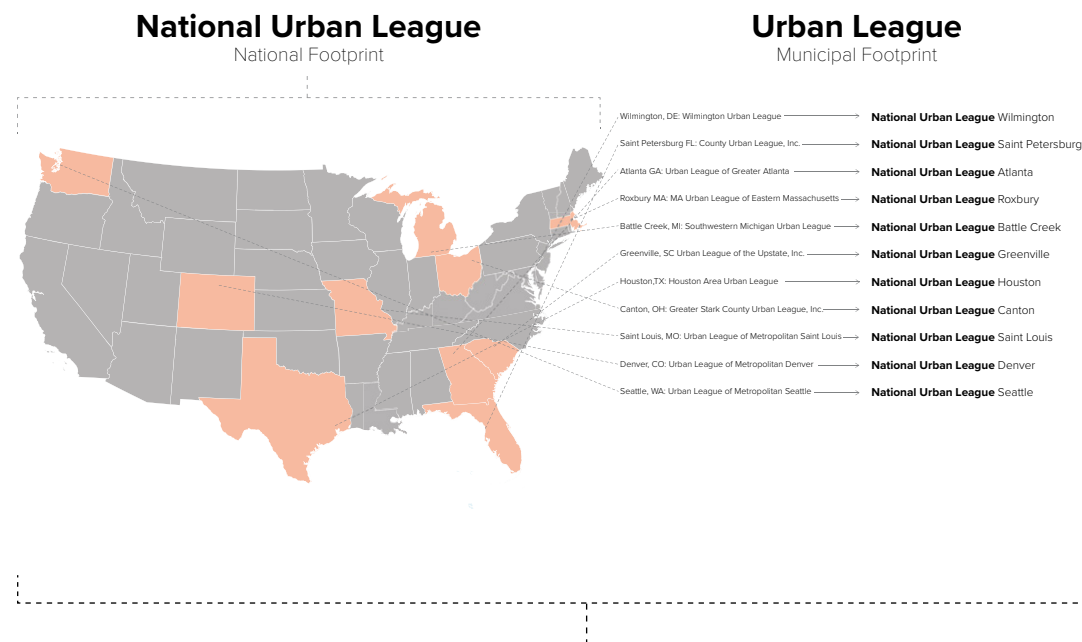
## **Components:**

- Brand concepting and messaging
- Logo design
- Brand guidelines
- Branded collateral

## **Description**

Developing messaging and visual branding for the NUL is a matter of expressing the intent of the organization on a basic and humanistic level. The work of negotiating civil rights is ultimately the effort to attain the promise of the founding fathers: for every man to be guaranteed life, liberty and the pursuit of happiness. This statement echoes the Maslowian sentiment of the hierarchy of needs; the idea that for one to truly experience the happiness of self-actualization, one must procure basic human needs. The concept is patriotic and humanistic. In essence, the fight for civil rights is the fight for liberty for all and the right to be happy.

# Brand Architecture



In an effort to maintain brand consistency, generate familiarity with the target audience, and to bolster creditability, the municipal NUL branches will adopt a name convention that unites the National Urban League moniker. Name conventions an essential part of brand architecture and will help to contribute to a rational branding system.

## Audience & Demography

### 1) Demographics:

## Benefactors

Those who function in a facilitating and supportive capacity. Individuals that volunteer and work in the community, manage foundational assets and resources, and oversee or contribute to operations. These are men and women primarily aged 25-60 that are highly engaged with the community at a neighborhood and municipal level.

## Beneficiaries

This is the audience that benefits the most from NUL's operations. Those that receive the advocacy and resources generated from the foundation. Beneficiaries are primarily 0-35 years of age, of less than average income and education level, and are most like a person of color.

## 2) Psychographics:

Benefactors are driven by and have high expectations for moral fortitude, accountability, strengthen the community, cultural and ethnic pride, and unequivocal human rights.

Beneficiaries are those who are aware of the forces of oppression and systems of disavowing but are not equipped with the tools to combat such forces properly. These are wishing to achieve social mobility without having to compromise their cultural fiber.

### 3) Geographics

The brand footprint, as specified by the reorganized is nation with named municipalities throughout the United States.

## Messaging

### Mission

For over 100 years, the mission of the Urban League movement has been to enable people of color to secure economic self-reliance, parity, power and civil rights, in over 35 states.

### Vision

- The National Urban League strives to ensure that
- Every American has access to jobs with a living wage and good benefits
- Every child is ready for college, work and life
- Every American lives in safe, decent, affordable and energy efficient housing on fair terms
- Every American has access to quality and affordable health care solutions.

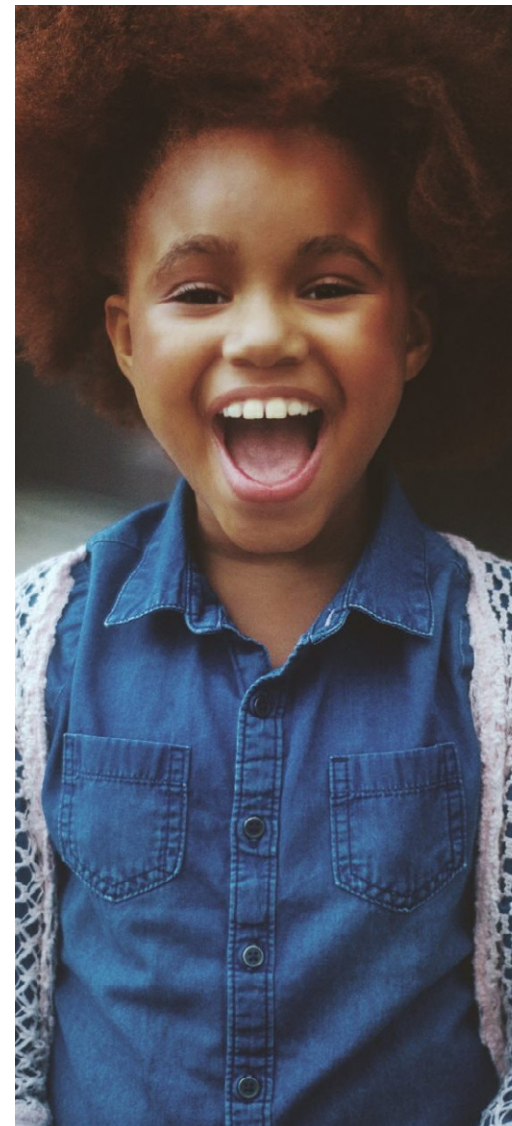
### Values

- Equality
- Accountability
- Happiness
- Community
- Education
- Empowerment

## Core Creative Concept

### “Liberty & The Pursuit of Happiness”

The work of negotiating civil rights is ultimately the effort to attain the promise of the founding fathers: for every man to be guaranteed life, liberty and the pursuit of happiness. This statement echoes the Maslowian sentiment of the hierarchy of needs; the idea that for one to truly experience the happiness of self-actualization, one must procure basic human needs. The concept is patriotic and humanistic. In essence, the fight for civil rights is the fight for liberty for all and the right to be happy.





# Visual elements | Imagery



## Happiness

Imagery should include human subjects of one or more, with a generally cheery/ light-hearted disposition. The general styling for the NUL branded imagery is 'candid human engagement'.



## Diversity

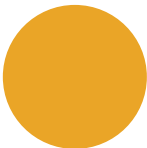
Additionally, there is a focus on diversity; branded photography should include a wide range of persons with diverse race, sexual orientation, and physical ability.



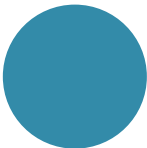
## Motivation

The NUL is interested in highlighting motivated individuals with an interest in empowering themselves and the people around them to pursue whatever makes them happy.

# Visual elements | Color



C: 7	R: 235
M: 88	G: 165
Y: 97	B: 40
K: 0	



C: 78	R: 52
M: 33	G: 140
Y: 24	B: 170
K: 1	



C: 100	R: 235
M: 84	G: 165
Y: 42	B: 40
K: 42	



C: 8	R: 218
M: 100	G: 31
Y: 93	B: 45
K: 1	

# Visual elements | Typography

## Logo Mark



The typographic pairing that make up the logo mark are Didoni from the URW foundry and Futura from the ParaType foundry. These typefaces are reserved exclusively for the logo mark and are not to be used in applied typography for print, digital, or motion applications.

# Visual elements | Typography

## Applied Typography

### Proxima Nova | Mark Simonson

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Proxima is the primary typeface for applied typography. This typeface can use used for titles and headlines as well as text. However, Proxima is not recommended for text blocks for over 200 words. In this case, it is recommend that Promixa stays the headline or title type and Perpetua is used for the supportive text.

### Perpetua | Monotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Perpetua is the secondary typeface in the supportive applied typography suite. It can be use for dense blocks of type, especially for printed literature with more than 200 words of unbroken type. Perpetua is not meant to be used as a display type or as headline or title type, only for text.

National logo | Primary



Do not stretch, crop or otherwise distort the proportions of the logo

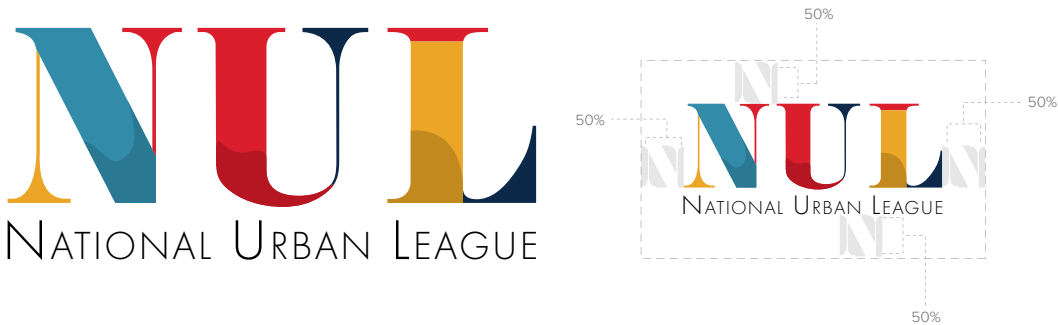


Do not apply unapproved colors

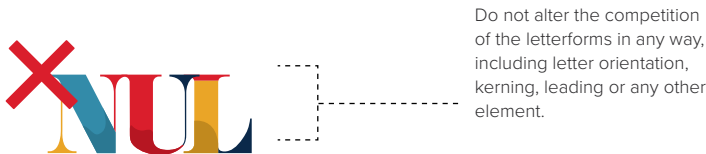
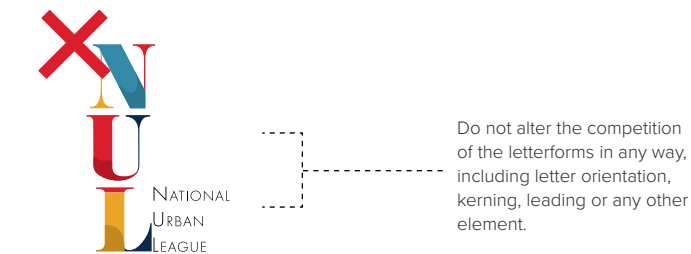
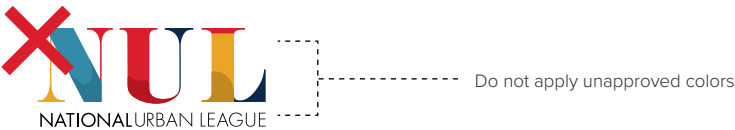
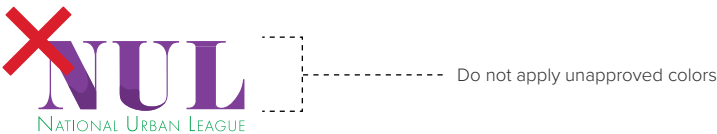
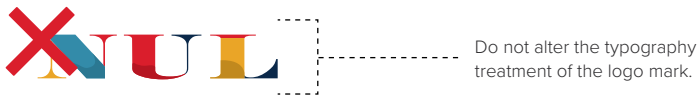
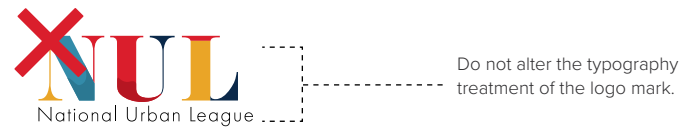
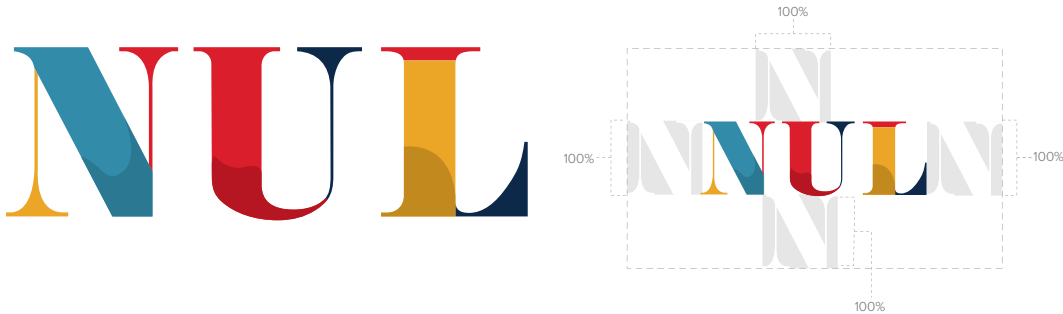


Do not configure logo elements in any way other than stipulated in the guides. This includes typographic elements like weights, orientation, and placement.

National logo | Secondary wordmark



National logo | Informal letterform





National logo | Typographic stacked

National logo | Typographic Horizontal

NATIONAL  
URBAN LEAGUE



NATIONALURBAN LEAGUE



**X** NATIONAL  
URBANLEAGUE

Do not alter typographic properties such as leading, kerning, or any other spacing or weight elements.

**X** NATIONAL URBAN  
LEAGUE

Do not reconfigure the words or letters.

**X** NATIONAL  
URBAN LEAGUE

Do not apply unapproved colors

**X** NATIONALURBAN LEAGUE

Do not alter typographic elements such as kerning, spacing or tracking.

**X** NATIONALU.L.

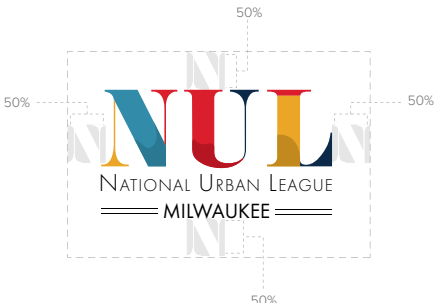
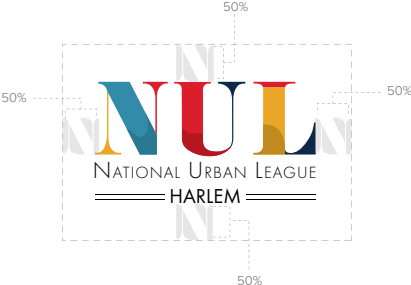
Do not alter the composition of the letterforms in any way, including letter orientation, kerning, leading or any other element.

**X** NATIONALURBAN LEAGUE

Scale proportionally do not stretch crop or alter original proportions.

Municipal | Primary [example A]

Municipal | Primary [example B]



Do not alter typographic properties such as leading, kerning, or any other spacing or weight elements.



Do not apply unapproved colors



Do not alter the competition of the letterforms in any way, including letter orientation, kerning, leading or any other element.



Do not remove any elements of the logo mark, such as the equal bars.



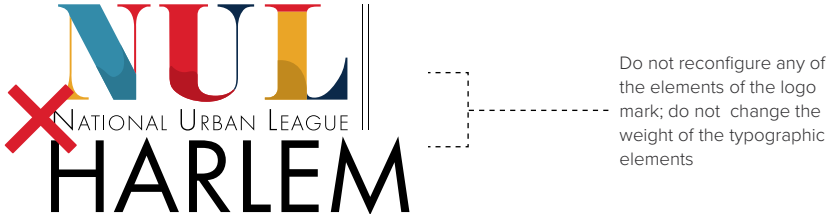
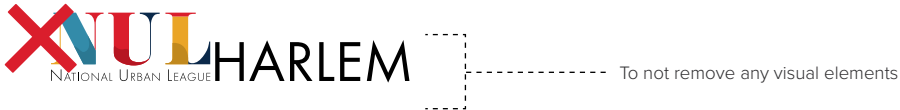
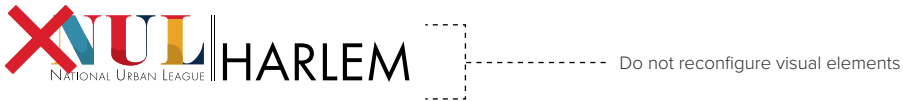
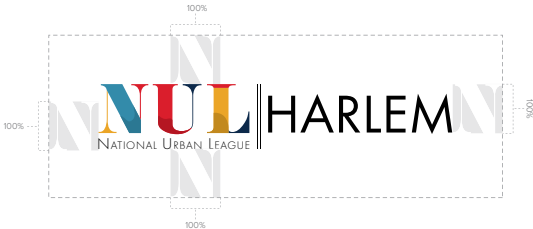
Do not change the proportions of the logo mark; do not resize the lettering, or remove visual elements within the logo mark.



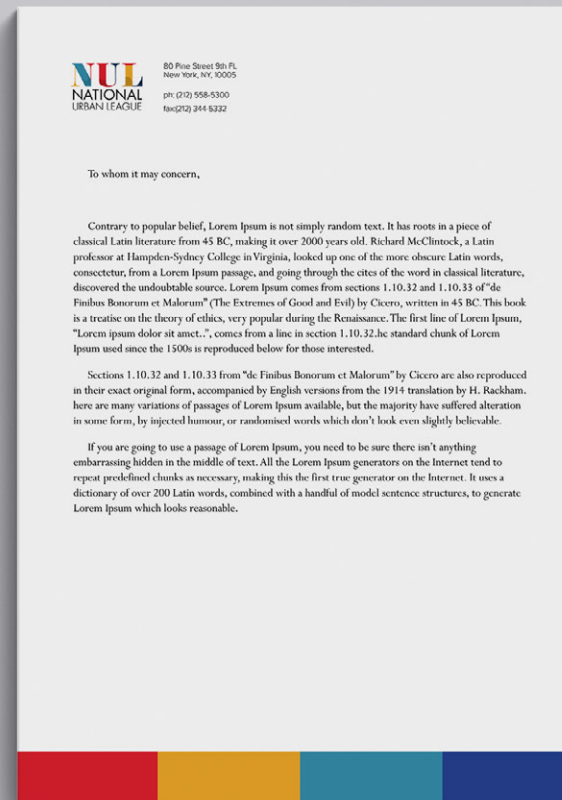
Do not reconfigure visual elements or change the pre-approved lockup.

Municipal | Horizontal [example A]

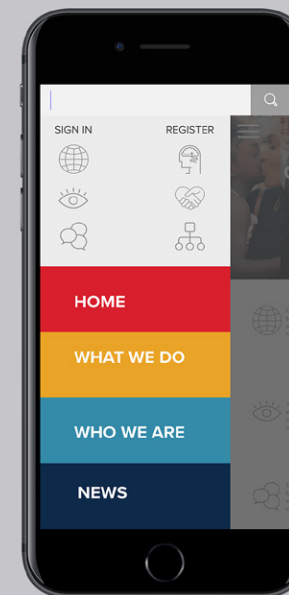
Municipal | Horizontal [example B]



# Applied branding: Stationary



# Applied branding: Desktop & Mobile UI





## Applied branding: Apparel

