Brand Sheet 2025

Download variety of logo files and format at naylor.com/branding

NAYLOR ASSOCIATION SOLUTIONS

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Example right logo alignment with right align content. Not recommended for regular use.

- Keep clear space around the logo equal to the height and width of the triangle mark.
- The logo's center line aligns with the center of the text NAYLOR, excluding the triangle mark.
- Do not alter or scale parts of the logo separately.

- Only use approved colors: full color, white with sky blue triangle mark, black or white/knockout.
- Do not tilt or angle the logo.
- Right alignment is not preferred. If used, align content flush right with the "R" in NAYLOR.

PRIMARY COLORS

Night Blue
#002C55
C 100
M 74
Y 20
K 50

Sky Blue
#4CC1E0
C 61
M 2
Y 8
K 0

SECONDARY COLORS

Lavender
#9F6EAF
C 40
M 65
Y 0
K 0

Magenta
#EE4C8E
C 0
M 85
Y 10
K 0

Orange
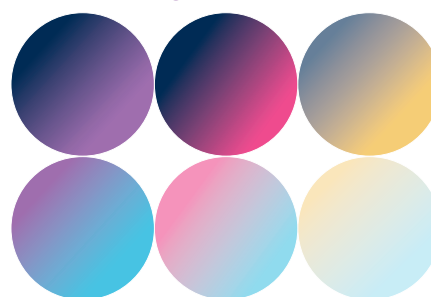#EFAB1E
C 5
M 35
Y 100
K 0

GRADIENT COLORS & TINT VARIATION

HEADLINE & SUBHEADER
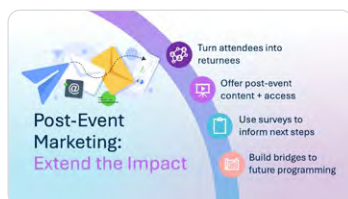# Avenir Family

COPY
Barlow Family

ALTERNATIVE TYPOGRAPHY
Aptos Family

In cases where Avenir & Barlow are unavailable such as emails, PowerPoint or Word documents, Aptos is an acceptable substitute.

DESIGN EXAMPLES

Aim for a clean, light, and approachable vibe. Use rounded corners to soften the overall look. Apply gradients strategically to add emphasis.

2025 Association Adviser
Association Benchmarking Report
NAYLOR

Post-Event Marketing: Extend the Impact

Turn attendees into returnees

Offer post-event content + access

Use surveys to inform next steps

Build bridges to future programming

MODERN ASSOCIATION MARKETING:
Actionable Playbooks for Growth

A NEW LOOK. THE SAME DEDICATION, PASSION & INNOVATIVE THINKING.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum sapien eu met us mo lestie commodo.

- Bullet One
- Bullet Two
- Bullet Three

CALL OUT BUTTON

ICONS & GRAPHS EXAMPLES

100%
80%
60%
40%
20%

30% 28% 18%

90%
60%
70%
80%
20%