Why do we need a brand book?

The NSA isn't just a non-profit. We're also a brand. This is why we have brand standards that will help people immediately recognize us whenever they see us, hear us, or interact with us.

The goal of this brand book is not to restrict you, but rather arm you with all the tools you need to truly represent and be the NSA.

It contains the official guidelines of the NSA's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of our logo, colors, fonts, and official messaging.

Our brand book is a living, breathing document, which means that it ever-changing as the NSA grows.
OUR MISSION
To enhance the lives of people who stutter, educate the public, assist speech professionals, champion research, and advocate for reducing the stigma of stuttering in the workplace and our communities

OUR TAGLINE
If you stutter, you are not alone.
OUR POSITIONING

Our annual conference and nationwide network of supportive groups for adults, teens and children who stutter provides unparalleled empowerment, encouragement, and education to the stuttering community.

OUR CORE VALUES

- Be inclusive and accepting.
- Believe in a more understanding world for neurodiverse individuals.
- Embrace and drive change.
- Be courageous in our words and actions.
- Value what people who stutter say.
## OUR VOICE & PERSONALITY

Voice is the bedrock of our brand identity and ethos. It is a constant, dynamic conversation with our community.

It is a consistent expression of our personality, aesthetic and values that our audience can recognize anywhere as distinctly our own.

We aim to be approachable and welcoming for people who stutter and the families we serve. We are committed to empowering the stuttering community, and we are leaders in the stuttering space across self-help groups, research and advocacy.

## WE ARE

<table>
<thead>
<tr>
<th>aspiration</th>
<th>We model empowering language that inspires our community.</th>
</tr>
</thead>
<tbody>
<tr>
<td>resilient</td>
<td>We talk to our community like how we do with our friends. We avoid sounding too academic or corporate. To make our content easy to digest, we say what’s needed with focus and intention.</td>
</tr>
<tr>
<td>relatable</td>
<td>We ask a lot from our community. As a show of good faith, we always voice our support and care for our community members.</td>
</tr>
<tr>
<td>honest</td>
<td>Similar to what we encourage in our community members, we don’t hold back what we have to say, especially when it comes to advocacy.</td>
</tr>
<tr>
<td>supportive</td>
<td></td>
</tr>
<tr>
<td>empathetic</td>
<td></td>
</tr>
<tr>
<td>empowering</td>
<td></td>
</tr>
<tr>
<td>brave</td>
<td></td>
</tr>
</tbody>
</table>
OUR COLORS

Legacy Purple
#61116A
(97, 17, 106)

NSA Turquoise
#77CCC8
(119, 204, 200)

White
#FFFFFF
(255, 255, 255)

Black
#000000
(0, 0, 0)

Slate Grey
#4D4D4F
(77, 77, 79)
OUR COLORS

Purple has been the original brand color of the NSA since 1977.

Turquoise has replaced our previous primary color, orange, to give an updated and fresh feel.

The combination of Legacy Purple and Turquoise represents us paying homage to our roots while paving way for the future.

White is our neutral brand color.
60-30-10 RULE

As a general rule for clean & minimal design, use our neutral brand color (white) in 60% of website pages, apps, and social pages.

Legacy Purple is to be used in 30% of our designs for headers, secondary section backgrounds, and etc.

Turquoise is to be used in 10% of our designs as CTAs, links, accents, and etc.
We use a gradient to display our two primary colors on a single background with a fresh and modern aesthetic.
Our secondary colors are vibrant and bright. We mostly use this palette for children's programs.
This year’s conference colors are blue and yellow.

2022 CONFERENCE PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX Code</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Blue</td>
<td>#00AFF4</td>
<td>CMYK</td>
<td>RGB</td>
</tr>
<tr>
<td>Yellow</td>
<td>#FDDC3F</td>
<td>CMYK</td>
<td>RGB</td>
</tr>
</tbody>
</table>
Our primary brand font is Brandon Text Family. We use it in print and on the web. When Brandon Text isn’t available, we use Josefin Sans or Lato.

We don’t use serif fonts often, but sometimes we use Cambria for body copy, especially on the web. Use the font that works best with your design, and always be consistent throughout whatever you’re working on.

Our short and punchy headers are written in all-caps, symbolizing the confidence and resilience in our brand voice. Sub-headers and body text are written with sentence-style capitalization.

To maintain the integrity of the brand, do not add unnecessary and unattractive text decorations like drop shadows or highlights.
HEADERS

Short, punchy headers are used to categorize sections, social posts, and etc. Type in all caps and smaller font size so it doesn't come off as yelling. Letter spacing is 50 on Canva.

Subheaders look like this

Longer subheaders are used to further elaborate on the topic. Subheaders are often used with emotionally appealing copy. They are typed with sentence-style capitalization.

Body text looks like this.

Body text is typed with sentence-style capitalization.
DIGITAL MOCK-UPS
DO’S & DON’TS

To maintain visual consistency across all communication channels, avoid using off-brand colors and fonts.

For legibility and to remain in compliance with accessibility laws, avoid using low-contrasting text and background colors. If turquoise is used as the background color, use bold white text.
Our photos show the essence of our DNA as the National Stuttering Association.

Community
To highlight the vibrance and strength of the stuttering community, we show photos of community members at NSA events. To maintain our authentic feel, we avoid using stock images.

Connection
Photos of PWS smiling and interacting with others showcase the impact and joy of genuine connection.

Confidence
Seeing PWS owning their voices and speaking confidently serves as a positive model and a source of inspiration.

NSA 2022 | BRAND BOOK
OUR SUB-BRANDS

NSA Connects

NSA Connects is a program consisting of virtual meet-ups designed to bring together the stuttering community to share, learn, and socialize.

WeStutter

We use WeStutter for our website URL, social handles, and community hashtag.

WeStutter @ Work

The WeStutter @ Work initiative from the NSA seeks to eliminate the many workplace stigmas to improve employment outcomes for people who stutter through a series of programs.
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.
WHAT WE FOCUS ON

Education & Advocacy

Stuttering is complicated for PWS. In order to address the misinformation and stigma against stuttering, we provide our community with evidence-based information on stuttering.

- Find a Therapist
- Peer Review Digest

Professional Support

- Annual Symposium
- Research Grants
- CEU Courses
- NSA Research Committee
- ASHA-related Conference Participation

Connection & Outreach

- Support and growth of adult & family chapters
- Annual and 1-day conferences
- NSAW
- Website
- We Stutter @ Work
- Generations Mentoring Program

Fundraising

- One-Time & Monthly Donations
- Conference Events
- NSA Merchandise
- Social Media Fundraisers
- Amazon Smile
- Employer Matching Programs
AVOID THESE MISTAKES

We do not

- Advocate for non-evidence-based specific speech therapy techniques
- Use fluent speech as the only measure of success
- Exclude non-stutterers/PWS from participating with us
- Enable community members to leverage NSA resources for personal or professional gain
OUR BRAND ASSETS

Logos

DOWNLOAD LOGOS

Fonts

DOWNLOAD FONTS
Any questions? Feel free to reach out.

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