



BRAND BOOK

NATIONAL STUTTERING ASSOCIATION - 2022

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

**aspirational,
resilient**

We model empowering language that inspires our community.

**relatable,
honest**

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.

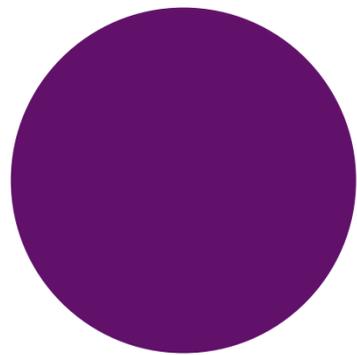
**supportive,
empathetic**

We ask a lot from our community. As a show of good faith, we always voice our support and care for our community members.

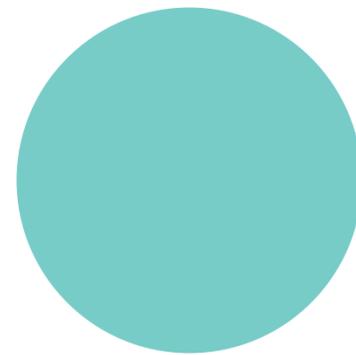
**empowering,
brave**

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.

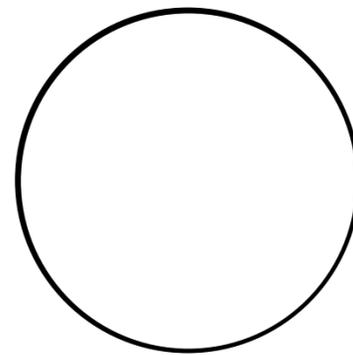
OUR COLORS



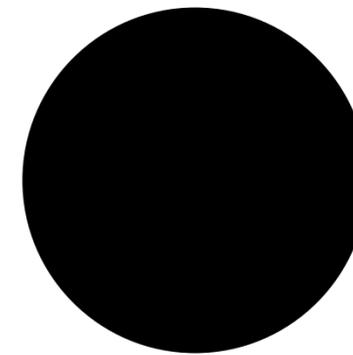
Legacy Purple
#61116A
(97, 17, 106)



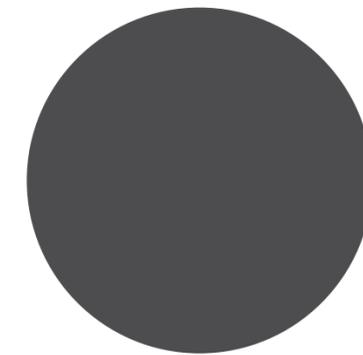
NSA Turquoise
#77CCC8
(119, 204, 200)



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.

Color Legacy Purple
HEX Code #61116A
RBG 97, 17, 106

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.

Color NSA Turquoise
HEX Code #77CCC8
RBG 119, 204, 200

White is our neutral brand color.

Color Pure White
HEX Code #FFFFFF
RBG 255, 255, 255

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.



OUR GRADIENT

We use a gradient to display our two primary colors on a single background with a fresh and modern aesthetic.

[DOWNLOAD PNG](#)

SECONDARY PALETTE

Our secondary colors are vibrant and bright.
We mostly use this palette for children's programs.

Color Red
HEX Code #D53E36
CMYK CMYK
RGB RGB

Color Legacy Orange
HEX Code #F08B1D
CMYK CMYK
RGB RGB

Color Yellow
HEX Code #FDDC3F
CMYK CMYK
RGB (253, 220, 63)

Color Green
HEX Code #C6DB65
CMYK CMYK
RGB RGB

Color Light Turquoise
HEX Code #C6DB65
CMYK CMYK
RGB RGB

2022 CONFERENCE PALETTE

This year's conference colors are blue and yellow.

Color California Blue
HEX Code #00AFF4
CMYK CMYK
RGB RGB

Color Yellow
HEX Code #FDDC3F
CMYK CMYK
RGB RGB

OUR TYPOGRAPHY

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.

Brandon Text Bold
Use for headers & subheaders.
Web letter spacing: 0.1em
Canva letter spacing: 50



ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Brandon Text Regular
Use for body copy.
Web letter spacing: 0.00 em
Canva letter spacing: 0



ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

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.

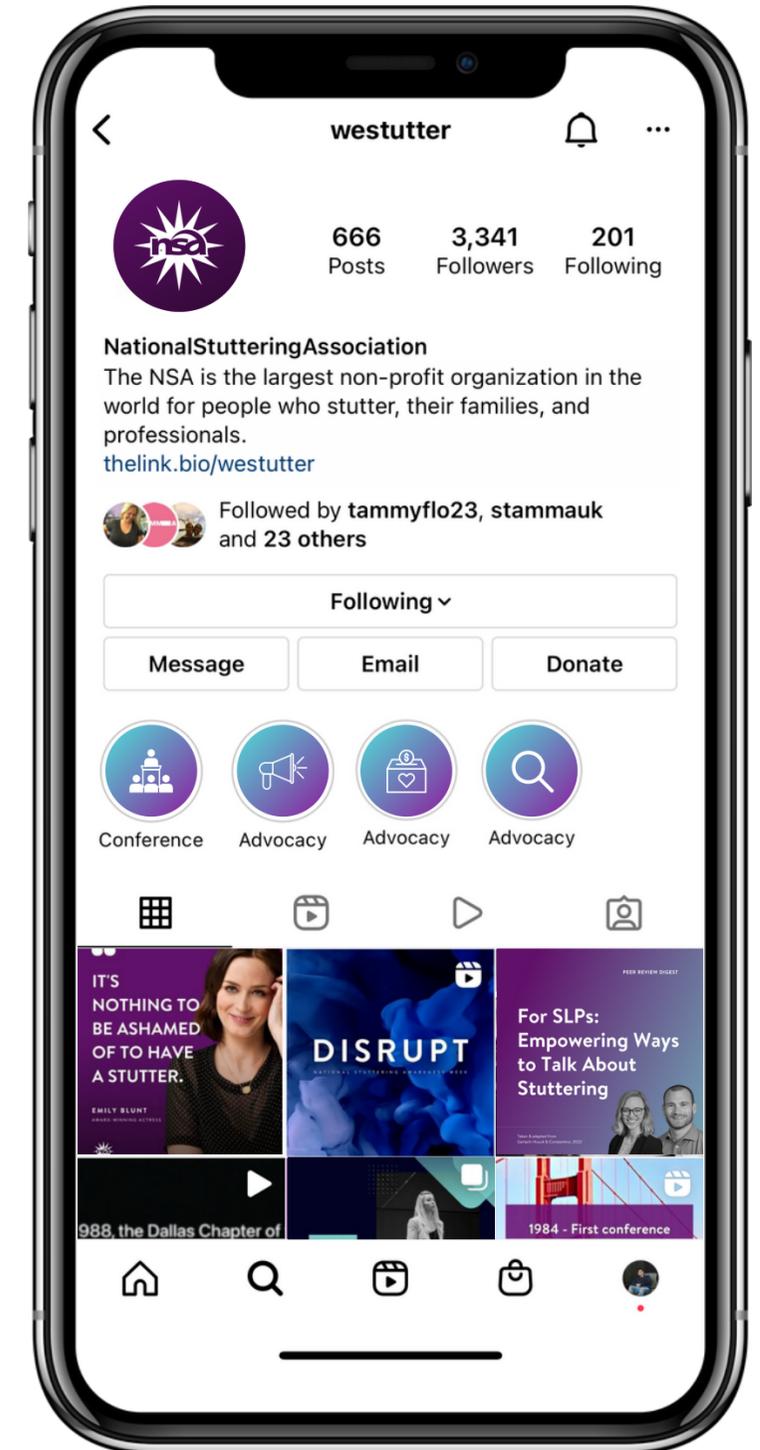
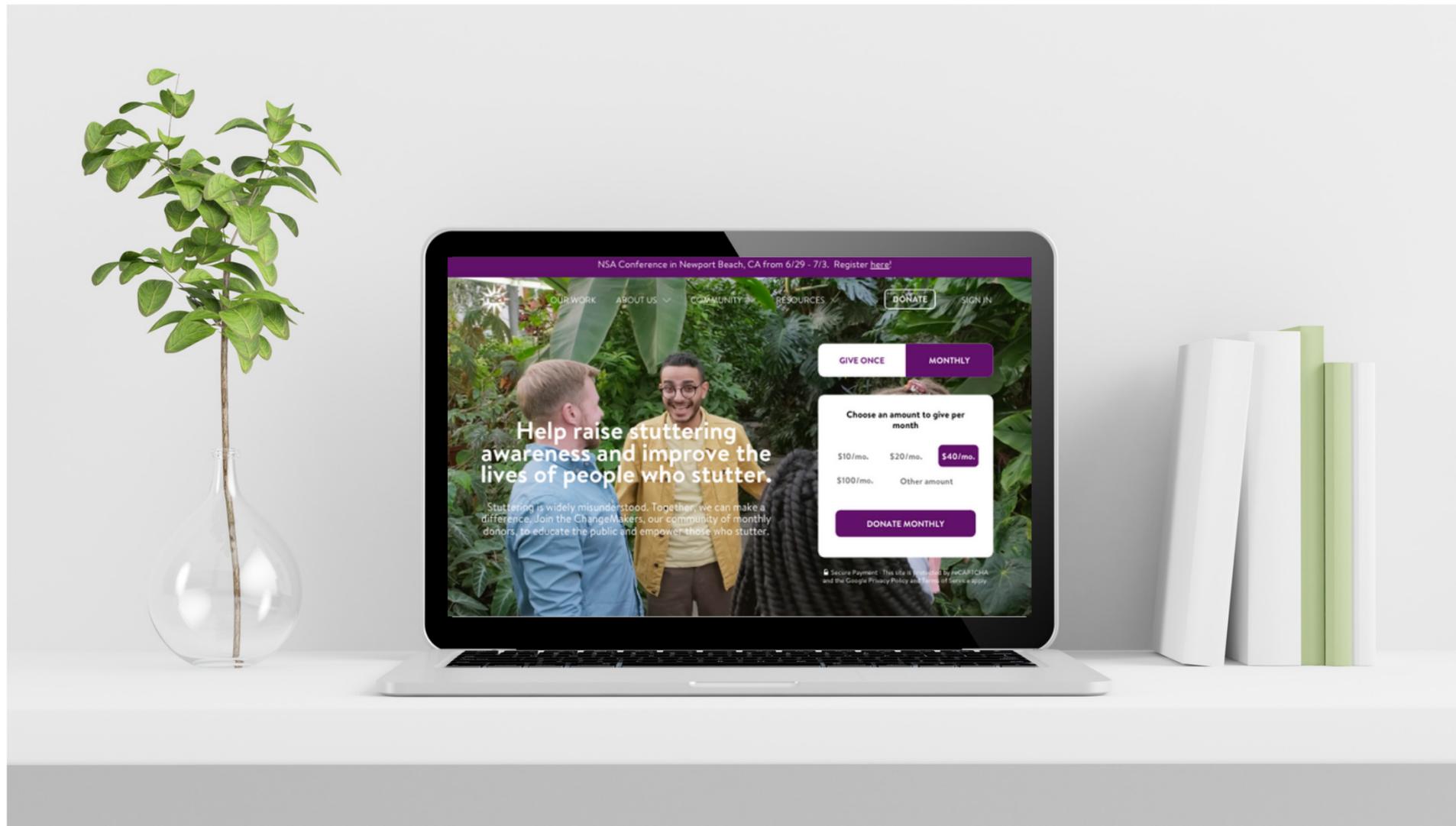
Subheaders look like this

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.



DOWNLOAD NOW



DOWNLOAD NOW



DOWNLOAD NOW



DOWNLOAD NOW

OUR PHOTO APPROACH

Our photos show the essence of our DNA as the National Stuttering Association.

Community

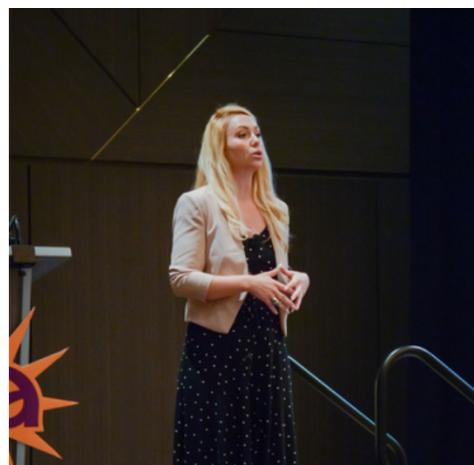
To highlight the vibrance and strength of the stuttering community, we show photos of community members at NSA events. To maintain our authentic feel, we avoid using stock images.

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.



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,.



OUR LOGO

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](#)

CONTACT INFO

Any questions? Feel free to reach out.

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