

NEACURH BRANDING GUIDE

Updated January 2021

While we execute the One NACURH branding model, as the North East Affiliate, our guiding principles are our F.R.I.L.L.S.

The NEACURH F.R.I.L.L.S. promote inclusivity, education and role modeling in all of the work we do. All areas of the One NACURH branding, and our F.R.I.L.L.S. will be present throughout our branding guide.

Questions? Contact ne_engagement@nacurh.org

LOGO SUITE

REGIONAL SEAL

The Regional Seal is reserved for approval use only by the Regional Board of Directors. This seal will serve as the official identifier of the North East Affiliate.

This seal should be used when the NEACURH needs to be the symbol of authority, such as on presentations and legislation.

There are two variations of this logo; both colored and grayscale. This will ensure visual accessibility is always possible and at times the colored seal can be limiting or distracting in formal settings.



LOGO SUITE

STANDARD BLOCK LOGOS

The standard block logos should be used in place of the seal on digital properties and communications. The block logo was created to work better at small sizes and on screens.

There will also be times when a cleaner, more modern interpretation of the traditional seal is needed for print pieces.

NEACURH 

NORTH EAST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

NEACURH  **NCCs**

NORTH EAST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

NEACURH  **RHA**

NORTH EAST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

NEACURH  **NRHH**

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LOGO SUITE

ADDITIONAL BLOCK LOGOS

The block logos are also available in the following varieties: Dark Green, Light Green, Black, White

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LOGO SUITE

NEACURH - U

The NEACURH-U logos serve as an identifier for the NEACURH-U Educational Sessions.

These logos will accompany any NEACURH-U material distributions.



NEACURH U

LOGO SUITE

NACURH LOCKUP

Lockups serve as the official NACURH alternative to any regional logo. These designs are consistent across all entities of NACURH.



NEACURH

NORTH EAST AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.

BRAND IDENTITY

EMPOWERING

As NEACURH, we are here to serve — to make things easier and simpler for our affiliates. Information we give, or things we say should be useful, relevant, and easy to understand for all individuals. We want individuals to feel impacted by us and feel empowered to find what they love.

INCLUSIVE

We are open and inviting to anyone who wants to assist in our mission of making positive experiences within college and university residential living. We want people to feel valued, accepted and respected in the work we do.

BOLD

Make strong statements, not questions. People come looking for answers, so having a strong point of view is crucial. Be direct and get to the point quickly. We are the leaders within the North East and are enthusiastic to share with one another.

UPLIFTING

Anything is possible in our world. NEACURH is made up of many individuals, and we are there for every single one of them. We want to leave our affiliates with the feeling of hope and possibility.

COLORS

The primary colors are darker green. These greens are used as visual grounding for clearly delivered content.

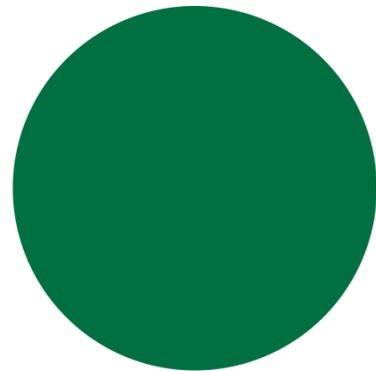
The primary colors are the burst that direct the eye to important notifications and moments of support. The secondary colors are there when your design needs some variation in order to work.

Use the primary colors strongly and intentionally, and use the secondary sparingly for content that needs to be eye - catching. Use the colors black and white consciously, while still keeping the other colors dominant.

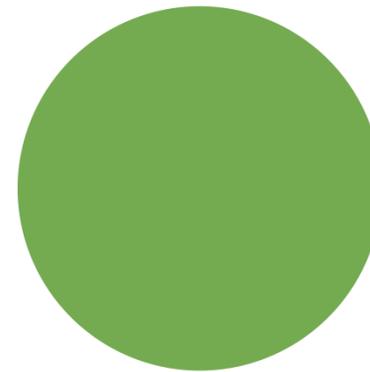
COLORS

PRIMARY

These are the core colors driving the identity of the North East. They embrace the foliage within our region and work together to create NEACURH's visual brand.



R 0
G 112
B 65
#007041

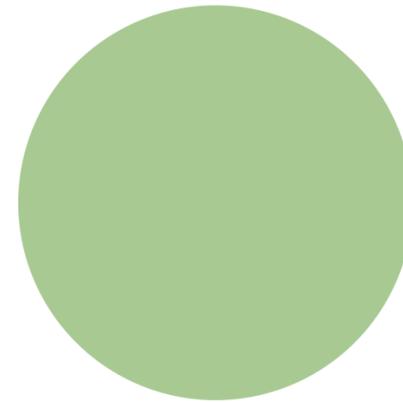


R 116
G 170
B 80
#74AA50

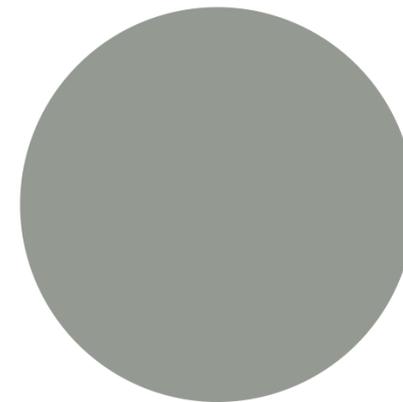
COLORS

SECONDARY

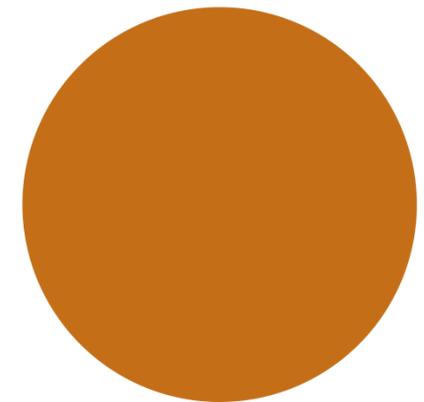
In certain design situations, the primary colors may be limiting, so we have secondary colors that carry the same tone as our primary colors, for a bit more freedom.



R 168
G 202
B 146
#A8CA92



R 148
G 153
B 146
#949992



R 196
G 111
B 23
#C46F17