

2027 NNCA REUNION LOGO CONTEST RULES

Logo Design Guidelines and Parameters

1. The logo must incorporate the concept of the reunion tag line. Note: It does not need to include the specific words of the tag line. **The Reunion Tagline is: “*NNCA 40 Years Strong: A Legacy Forged in Service*”**
2. The logo must include at minimum the initials “NNCA”
3. The logo must include at least one (1) of the following:
 - NNCA emblem
 - NNCA Favicon
4. The logo must include at least one (1) of the following:
 - 40 years
 - 1987 – 2027
 - 40th
 - Est. in 1987
 - Or any other design that highlights the number of years NNCA is celebrating.
5. The NNCA has an established color palette and font table for branding purposes. The colors and font in the design must reflect NNCA’s brand. (See palette attachment below)
 - Color must be CMYK, though the logo may also be reproduced in black and white. Contestants are advised to avoid gradients and half-tones.
6. Entries must be submitted as high quality (300 dpi or better) JPEG files.
 - For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (EPS).
7. The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales.
8. Keep the design simple.

Intellectual Property

1. All entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.

2. The winning submission will become the sole property of the NNCA and may be used for any purposes, including, but not limited to, display on websites, social media sites, posters, programs and other materials.
3. The name of the winning entrant will be acknowledged in the NNCA News, printed reunion program and on the website where the contest information is posted.

Determination of Winner and Prize

1. All designs will be reviewed by the Reunion LOGO Committee. The top 5 designs will then be submitted for final review and evaluation. The winning entry will be selected by members of the 2027 Reunion Committee, the NNCA President, NNCA Marketing Chair, NNCA Editor, and the NNCA Executive Director. Their decision will be final.
2. Entries will be judged on adherence to NNCA logo design guidelines and branding requirements as stated above, visual appeal, quality of design, and ease of reproduction for the purposes stated above.
3. A winner will be selected and notified via email by **December 1, 2025**. The artist will be acknowledged during the conference, in the NNCA News, printed reunion program, and on the NNCA members' only website. The winner will also be awarded sample items created for the reunion that use the logo design. Additionally, the winner will receive a \$100 gift card.

Logo



Favicon



Emblem



Seal



HEADER 1

Copperplate Bold

HEADER 2

Copperplate Bold

HEADER 3

Copperplate Regular

Header 4

Public Sans Bold

Header 5

Public Sans Bold

Header 6

Public Sans Bold

"Blockquote Text"

Public Sans Bold

General Text

Public Sans Regular

Color Scheme

Primary



#00205B

Secondary



#0076a9

Highlight



#C5B783

Highlight 2



#D83933

Body



#FFF

Text



#444