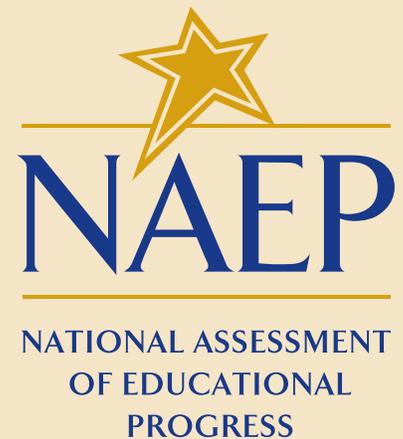


# Graphic Standards MANUAL



STANDARDS AND GUIDELINES FOR USING THE  
**NATIONAL ASSESSMENT OF  
EDUCATIONAL PROGRESS**

FAMILY OF LOGOS

**DRAFT – NOVEMBER 10, 2006**



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# OVERVIEW

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This graphic standards manual has been developed to guide the use of the National Assessment of Educational Progress family of logos, including the identity marks for The Nation’s Report Card, the National Assessment of Educational Progress (NAEP), and the National Assessment Governing Board.

The consistent and accurate use of logos is critical to building a stronger identity for The Nation’s Report Card, NAEP, and the Governing Board within key audiences. The manual presents a set of standards and guidelines to ensure that the components of the NAEP family of logos are used accurately in any environment, and to support organizations and individuals charged with conducting NAEP-related outreach or producing NAEP-related communications and informational materials in print, electronic, and other formats.

This manual has been developed by the National Assessment Governing Board and will be updated as necessary.

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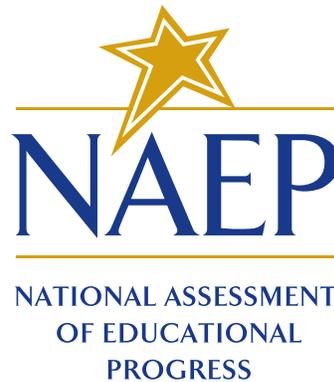
# MAIN IDENTITY ELEMENTS

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The **The Nation's Report Card** logo has two basic components: the star and the "The Nation's Report Card" typographic signature.



The **National Assessment of Educational Progress** logo has three basic components: the star, the NAEP acronym and the "National Assessment of Educational Progress" typographic signature. All components are centered.



The **National Assessment Governing Board** logo has two primary components: the central star and the "National Assessment Governing Board" text which encircles the star. The star should be centered along with the accompanying text.



***Elements of the logos should not be separated or altered under any circumstances. When enlarging or reducing, all components should be resized proportionally.***

# COLOR PALETTE

The official colors used for The Nation’s Report Card, the National Assessment of Educational Progress and the National Assessment Governing Board logos are specified below to maintain consistency.

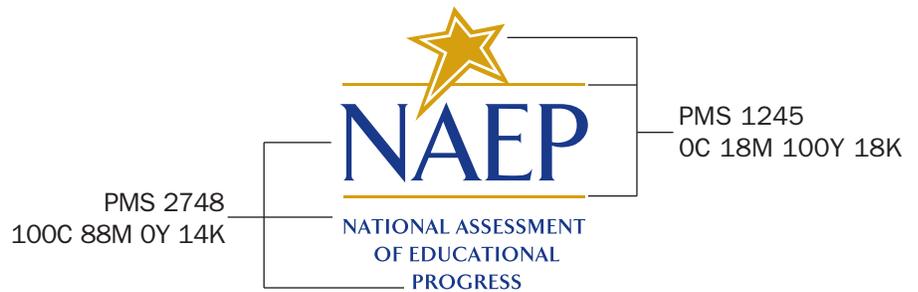
Formal applications of the family of logos are reproduced in 2 colors, using the Pantone® Matching System (PMS)<sup>1</sup> or CMYK<sup>2</sup> colors shown on the right. If necessary, a one color version using PMS 2748, its CMYK equivalent, or black is acceptable.

The colors as they appear on this page or on your computer may not be precise, due to variations in printers and monitors. Use PMS, CMYK, and RGB<sup>3</sup> values as identified.

<sup>1</sup> PMS: Pantone Matching System — an industry standard color ink system, used for matching colors

<sup>2</sup> CMYK: Cyan, Magenta, Yellow, Black — the color system used in offset printing for full-color documents

<sup>3</sup> RGB: Red, Green, Blue — color system used for computer screens, Web sites, and TVs

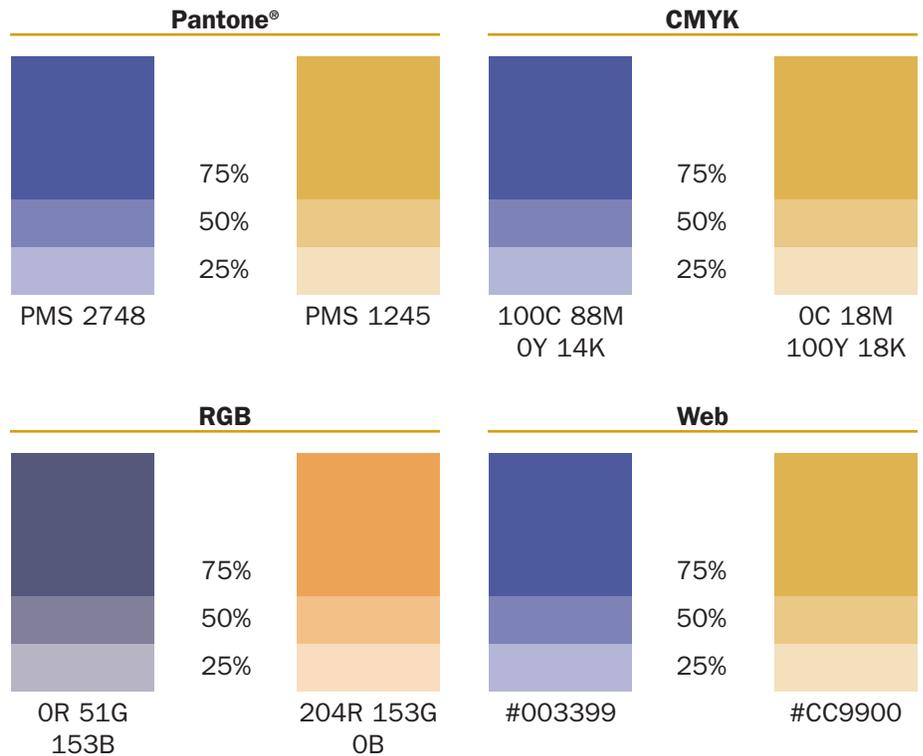


Pantone®		CMYK	
			
PMS 2748	PMS 1245	100C 88M 0Y 14K	0C 18M 100Y 18K
RGB		Web	
			
OR 51G 153B	204R 153G 0B	#003399	#CC9900

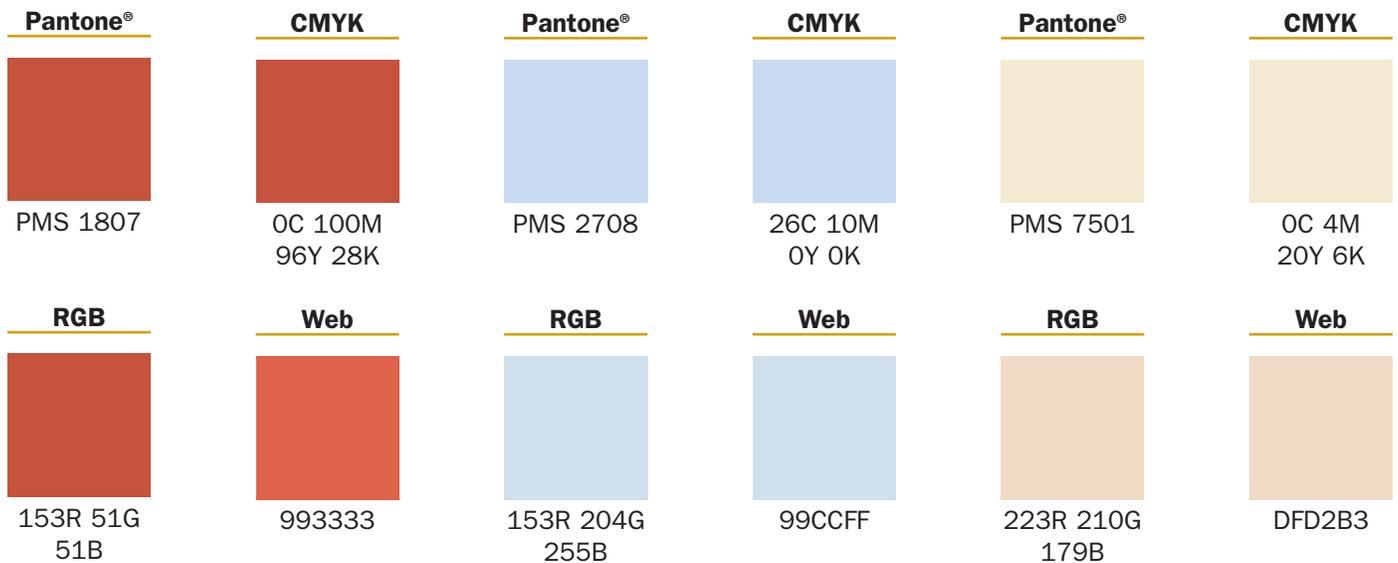
# COMPLEMENTARY COLOR PALETTE

When using the logos in four-color environments, every effort should be made to employ the use of additional colors that are complementary to the official logo colors. This page includes a number of recommendations that can be considered for these purposes. Additional colors not included here may also be considered. When using complementary colors, the design should support and enhance the visual appearance of the official logos.

## Tints of the Primary Logo Colors



## Other Complementary Colors



# TYPEFACES

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The Arrow typeface family has been used in the creation of the NAEP family of logos.

## Arrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?"'#\$%^&\*()

## Arrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?"'#\$%^&\*()

# COMPLEMENTARY TYPEFACES

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Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmn  
opqrstuvwxyz 1234567890!?"'#\$%^&\*()

*Franklin Gothic Book Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm  
nopqrstuvwxyz 1234567890!?"'#\$%^&\*()*

**Franklin Gothic Demi**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm  
nopqrstuvwxyz 1234567890!?"'#\$%^&\*()**

*Franklin Gothic Demi Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijk  
lmnopqrstuvwxyz 1234567890!?"'#\$%^&\*()*

**Franklin Gothic Heavy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghij  
klmnopqrstuvwxyz 1234567890!?"'#\$%^&\*()**

*Franklin Gothic Heavy Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghij  
klmnopqrstuvwxyz 1234567890!?"'#\$%^&\*()*

Franklin Gothic Book Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!?"'#\$%^&\*()

**Franklin Gothic Demi Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu  
vwxyz 1234567890!?"'#\$%^&\*()**

**Franklin Gothic Condensed**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrs  
tuvwxyz 1234567890!?"'#\$%^&\*()**

Franklin Gothic Extra Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890!?"'#\$%^&\*()

# POSITIVE AND REVERSE USAGE

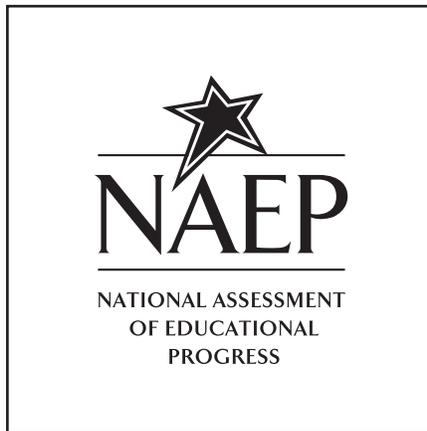
Where appropriate, the logos may be used in positive (black) or reverse (white) formats.



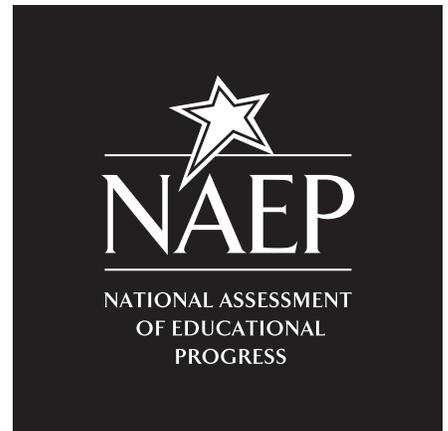
Positive



Reverse



Positive



Reverse



Positive

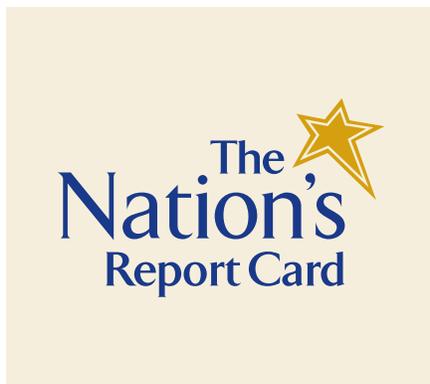


Reverse

# BACKGROUNDS

## Color

Color versions of the logos should be used on white or neutral backgrounds. In some cases, the color logos can be used on color backgrounds, provided that the colors are complementary and that the logo can achieve visual prominence in the color setting.



## Positive & Reverse

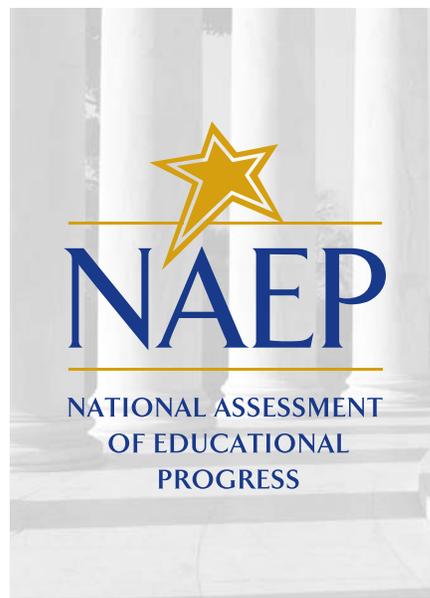
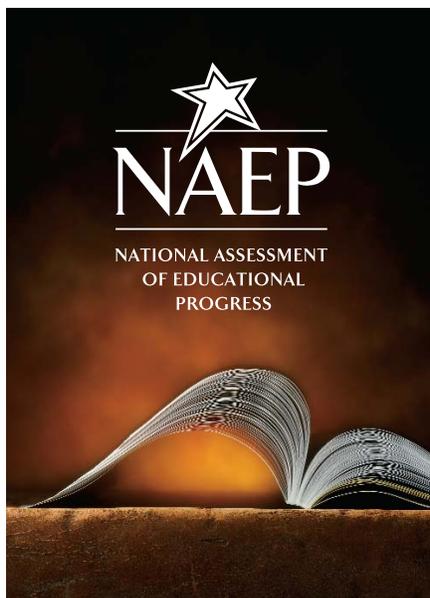
For all other backgrounds, the positive (black) and reverse (white) should be used accordingly.



## Photographic Backgrounds

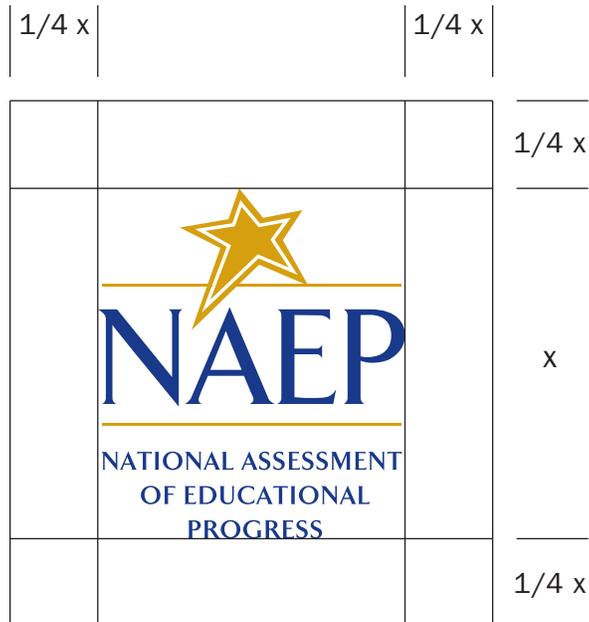
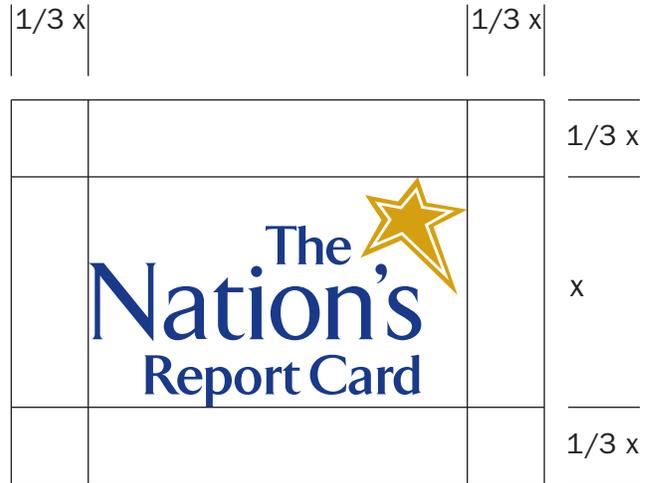
The positive and reverse logos may be placed on a photographic background, provided that the logo is not positioned in a busy part of the photo where it could be de-emphasized, and that there is enough contrast to ensure that the logo is easily identifiable.

Color versions of the logos are not recommended for use on photographic backgrounds. However, this type of application may be permissible in some cases, provided that the background is black & white and is screened down enough to support visual prominence for the logos.



# CLEARSPACE

Clearspace is the area around the logos that is free of other visual elements in order to avoid confusing visual elements and to ensure the prominence of the logos. For The Nation’s Report Card a clearspace of one-third of the logo’s height is recommended. For the National Assessment of Educational Progress a clearspace of one-quarter of the logo’s height is recommended. For the National Assessment Governing Board a clearspace of one-quarter of the logo’s height is recommended.



# SAMPLE AND MINIMUM SIZES

The **Nation's Report Card** logo must never be smaller than the minimum reproduction size of 1" wide and 0.608" high.

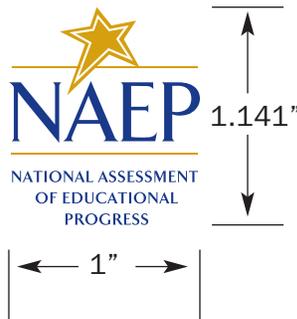


Minimum Size

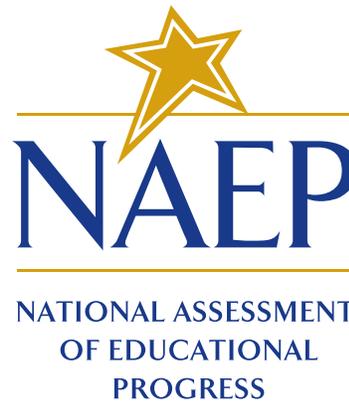


Sample Size

The **National Assessment of Education Progress** logo must never be smaller than the minimum reproduction size of 1" wide and 1.141" high.

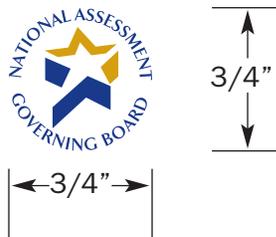


Minimum Size



Sample Size

The **National Assessment Governing Board** logo must never be smaller than the minimum reproduction size of 3/4" wide and 3/4" high.



Minimum Size

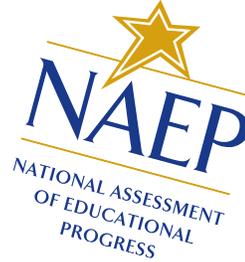


Sample Size

# CORRECT AND INCORRECT USAGE

Correct and consistent usage of the family of logos is important to ensure that they have the greatest possible impact. To the right are examples of incorrect usages of each logo. Even if the color, typeface, and proportions do not vary from the guidelines, the logos should not be rotated, outlined, distorted, or complicated by any additional effects. Further, the background should not distract from the logo or weaken its color scheme, and the relationship between the logo and the typographic signatures, where applicable, must not vary from the previously described guidelines.

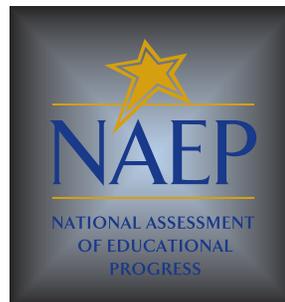
## Do Not Rotate Logos



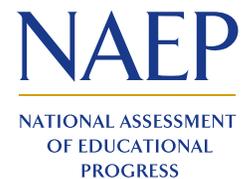
## Do Not Distort Logos



## Do Not Place Logos Over Backgrounds That Interfere with Legibility



## Do Not Move or Remove Elements from the Logos



## Do Not Add Special Effects to the Logos



# GUIDELINES FOR GENERAL USAGE

These official logos should only be used on materials produced by or for the National Assessment Governing Board or the National Center for Education Statistics. As a general rule, the various identity marks should not be used in close proximity to each other, in order to avoid confusion or competition among visual identities. Therefore, only one logo should be used for any application. If more than one logo must be used, there should be enough separation between the logos to avoid confusion, and if possible, one logo should be de-emphasized to afford the primary logo as much prominence as possible.



The **Nation's Report Card** logo should appear prominently in any and all publications and materials associated with initial public releases (on the

cover of reports, kit folders, signage, etc.). In addition, The Nation's Report Card logo should be the largest and most dominant visual used in initial release materials, and should be given appropriate placement and size to ensure that the logo is significantly more prominent than any other logo, visual entity, title, or text. The logo should be used on The Nation's Report Card Web site main page. The logo should not be used on any NAEP reports that are not initial public releases or are not approved by the National Assessment Governing Board.



The **National Assessment of Educational Progress** logo should be used for any and all NAEP-related publications and materials except for initial public releases, where the NAEP logo should never be used, in order to avoid confusion with The Nation's Report Card

logo. The logo could be used on secondary The Nation's Report Card Web site pages that refer to National Assessment of Educational Progress information, but should not be used on The Nation's Report Card Web site main page.



The **National Assessment Governing Board** logo should be used for any and all official Governing Board publications and materials. The logo should also appear wherever organizational descriptions and board member lists are provided. However, the

Governing Board logo should not appear in materials or signage created for initial public releases. If the Governing Board logo must be used for initial public release materials, it should be de-emphasized and separated completely from The Nation's Report Card logo in order to avoid competition between the logos. An example of this is The Nation's Report Card press kit folder, where the Governing Board logo is included alongside the organizational description on the inside panel.

