

NAI Logo Guidelines: The Basics

The National Academy of Inventors® logo is a symbol of connecting the innovation community around the globe through our organization. To keep the integrity of our organization, we have a few guidelines to help regulate our brand. Here are the basics:

- Only show the logo in NAI green (#0E5941), white, or black.
- Do not rotate or modify the logo.
- Don't animate the logo (We have an animated logo! Please reach out to us if you need it!)
- Don't add extra elements to the logo.
- Follow the spacing guidance as outlined below.

Colors

The NAI logo is always either NAI green, black, or white.

It must be legible and maintain the integrity of its form.

If an image has a light background, we suggest using a 10-25% black tint to help images maintain logo legibility.

*If limitations with color printing apply, please contact the NAI for suggested course of action.



Color Codes

NAI Green

HEX #0E5941

RGB 14 89 65

CMYK 29 0 9 65

White

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

Black

HEX #000000

RGB 00 00 00

CMYK 0 0 0 100

Spacing

Please allow for space between logo and other items as allocated.

The spacing between NAI's logo and any other item should be the equivalent of the height and width of the NAI globe. Please do not overlap objects with the logo.

We look forward to your collaborations, and we thank you for helping to keep the integrity and standards of our logo branding!



**For any questions,
Please contact info@academyofinventors.org**

NAI Graphics Guidelines:

There are times when you may need to repost a graphic regarding NAI activities; if this is you, great! We love that you are engaged in our platforms.

Here are a few basic guides to using our graphics:

- Do not crop! If you choose to use our graphic: only repost the full graphic
- Do not recreate the graphic by modifying the original
- DO create a new graphic from scratch!
- DO be inspired by our graphics!
- DO reach out to us if you want to use our graphic, but need a different size!

We will be happy to answer any questions you have, please feel free to reach out to us regarding any graphics questions and/or concerns.

Part II

Fellows & Senior Members Branding

Fellows

Election to NAI Fellow status is the highest professional distinction accorded solely to academic inventors.



Fellows Color Codes

Brilliant Gold

HEX #CDB47A

RGB 205 180 122

CMYK 0 10 33 20

NAI Green

HEX #0E5941

RGB 14 89 65

CMYK 29 0 9 65

Senior Members

NAI Senior Members are active faculty, scientists and administrators with success in patents, licensing and commercialization and have produced technologies that have brought, or aspire to bring, real impact on the welfare of society.



Senior Members Color Codes

Brilliant Gold

HEX #CDB47A

RGB 205 180 122

CMYK 0 10 33 20

Invention Black

HEX #1d1d1d

RGB 29 29 29

CMYK 0 0 0 89