



national  
**arts &  
humanities**  
month

# Branding Guidelines

# Color Palette

## Primary (logo) colors



CMYK: 0/67/69/0  
RGB: 243/118/85  
HEX: F37655



CMYK: 100/82/29/10  
RGB: 26/68/119  
HEX: 1A4477

## Secondary colors



CMYK: 93/39/35/16  
RGB: 0/110/132  
HEX: 006E84



CMYK: 21/0/93/0  
RGB: 212/223/56  
HEX: D4DF38



CMYK: 2/5/71/0  
RGB: 253/230/106  
HEX: FDE66A

## Screens



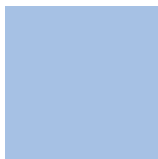
CMYK: 2/39/27/0  
RGB: 242/171/164  
HEX: F2ABA4



CMYK: 1/24/16/0  
RGB: 247/202/195  
HEX: F7CAC3



CMYK: 80/56/0/0  
RGB: 62/111/183  
HEX: 3E6FB7



CMYK: 33/16/0/0  
RGB: 166/193/229  
HEX: A6C1E5



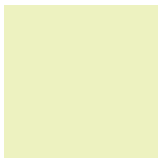
CMYK: 53/0/29/0  
RGB: 115/202/193  
HEX: 73CAC1



CMYK: 32/0/20/0  
RGB: 172/220/210  
HEX: ACDCD2



CMYK: 13/0/56/0  
RGB: 227/233/143  
HEX: E3E98F



CMYK: 7/0/31/0  
RGB: 237/240/180  
HEX: EDF0B4



CMYK: 1/3/43/0  
RGB: 255/239/165  
HEX: FFEFA5



CMYK: 0/2/29/0  
RGB: 254/243/193  
HEX: FEF3C1

## Accessibility



**Alternative orange**  
**3.4:1 minimum (AA)**  
**contrast for use on**  
**large/bold text**

CMYK: 10/72/75/0  
RGB: 222/105/76  
HEX: DE694C



**Alternative orange**  
**4.8:1 minimum (AA)**  
**contrast**

CMYK: 24/86/100/0  
RGB: 196/75/46  
HEX: C34A2D

## Logo Use

The NAHM logo lockup is comprised of the orange Star and the blue Wordmark. These are the NAHM primary colors and should not be altered. For flexibility in design and co-branding, the logo is provided in multiple layouts to fit a variety of design needs.

Horizontal 1



Horizontal 2



Vertical



### Acronym

The preference is to use the logos with full text, but when space does not allow, or the logo is used very small so the text becomes difficult to read, the acronym version is acceptable.



## Logo use with color background

The NAHM logo should be used in the orange and blue whenever possible. However, it can be used in white when it the logo appears on a dark background.



# The NAHM Star



The NAHM star icon is available for use as a social media icon and only for special uses, it should not be used in place of the logo.

