

# Guidance on Logo Development for NAMI on Campus Clubs



↑ This is the official NAMI on Campus logo. It can be in these colors, in black and in white. The font of “On Campus” is Franklin Gothic and the color build is C90 M31 Y98 K22. If you do not have Franklin Gothic, you can use Arial Black or Bold. NAMI’s blue color build is C100 M80 Y0 K2.

You can make some changes to the logo tailored to your specific school provided you follow the guidelines on this page. There are two options for how you can alter the NAMI on Campus logo for your specific school. These are the only two options. Any other alterations to the logo are not permitted by NAMI. **Please Note:** You cannot alter the blue part of the logo in any way under any circumstances. This includes the grassroots symbol and the NAMI name to the left of the NAMI on Campus logo.

## Option 1



1. You can spell out the name of your school underneath the NAMI on Campus logo. A blue line should divide your school name from the logo. The red lines show how your school name should align with the NAMI on Campus logo.
2. You can change the “On Campus” part of the logo to an official school color, but your school name needs to be in the blue color.
3. The font for the school name in this example is Berkeley. If you do not have Berkeley font, you can use Times New Roman Bold.

## Option 2



1. You can change the “On Campus” part of the logo to an official school color, but your school name needs to be in the blue color.
2. You can add a school-approved image (*i.e.*, school mascot, school abbreviation or school logo) to the right of the NAMI on Campus logo, 1/8” from the letter “s” in “Campus.” The red lines show how the image should line up with the NAMI on Campus logo. It should align with the top of the NAMI grassroots image and the bottom of the “p” in “Campus.”
3. If you use this option, you must **get permission** from your school in order to use your school’s school mascot, school abbreviation, school logo or other school image and **get approval** from your school of the logo and send this approval to NAMI. Please make sure you follow your school’s policies and procedures around using their images and logo development.