

The yin/yang concept of balanced opposites shows through the orange and blue colors. The open P invites you to join in creating a community solution, and also represents breaking the cycle of (generational) violence together. Through shared understanding and connection (showed by the connected stem of the N and P), peace can grow from nonviolence.

NP's abbreviated logo was created with digital-first environments in mind, such as social media, where the acronym and bold brand colors will provide better logo integrity and brand awareness in a smaller space.

For 2022-2023, use the 20-Year logo as the primary logo on all assets. After the 20th anniversary is over, use the simplified abbreviated logo.

In certain circumstances, use the full logo with the organization's name spelled out in blue, with a blue circle logomark.

The legacy logo of NP is the full-length organization name spelled out, in blue, with a blue circle logomark (the same as the full logo), plus the three birds in blue, orange, and green. The legacy logo represents global (circle) peace through the colors of earth, vegetation and sky. As we start phasing out the legacy logo, work with your communications point of contact or with the External Relations Manager to incorporate the full logo and abbreviated logo into your communications collaterals, rather than relying on the legacy logo.

Abbreviated Logo: in color, in black, and in white



Abbreviated 20-Year Logo: in color, in black, and in white



Full logo: in color, in black, and in white



Legacy logo: in color, in black, and in white



NP LOGO USAGE GUIDE

Brand Font: Primary

Gill Sans Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(),./:;{}[]:"'><

Secondary

Noto Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(),./:;{}[]:"'><

Brand Colors:



Blue

Pantone 298C
Pantone 2925U
69C 14M 0Y 0K
44R 172G 227B
2CACE3



Orange

Pantone 158C
Pantone 716U
0C 62M 100Y 0K
245R 126G 32B
F57E20



Green

Pantone 361C
Pantone 347U
75C 0M 100Y 0K
64R 174G 73B
40AE49



Navy

003F5A



Yellow

F9D80D



Lime green

D3DE16

Full-color files: Print or product

When you need your logo for something printed in full color, use one of the files with CMYK in the name. Examples: Print collateral, product giveaways

Full-color files: Digital/web

When you need your logo for online use, whether to place on a website or on social media, use one of the files with RGB in the name. Examples: Logo on website, social media content

Black-on-white files: Print or product

When you need your logo in black only, perhaps to save on budget for a giveaway item, use one of the files with K in the name.

White-on-color files: Print or product

When you need your logo in white only, because it will be up against a color or black background, use one of the files with W in the name.

eps vs jpg vs png

- The files with .eps extensions are the most versatile, and probably the ones that a graphic designer will request from you. You need graphic design software to view or use these.
- Files with .jpg in the extension have a solid background.
- Files with .png in the extension have a clear background. These are the most versatile for you to use, and we recommend starting with these if you are using these logos without the support of a graphic designer.

Usage notes:

You will only use one or the other: The full logo or just the icon. Your graphic designer can explain in more detail.