

New Chapter Brand Guide: **Logos**

The New Chapter Logo must be visible on all products and materials associated with the New Chapter company. Please contact your Account Executive if you have any questions on its usage.

New Chapter Logo

The logo consists of the Book Leaf symbol and type. The stacked design is the preferred mark for packaging; the linear design works best in collateral.

The Book Leaf can be used independently from the logo type but should not be used as the sole identifier of the brand. The logo type should never appear without the Book Leaf.

The logo is not to be modified under any circumstances.

Pantone® 266 is the logo color; the Book Leaf is 50% 266.

When possible, the logo should be used on a clean, white background; the purple rectangle can be used in circumstances where the background is busy and some separation is needed for brand recognizability.



(ncl004.eps)



(ncl001-single.eps)



(ncl002b.eps)



(bookleaf 100prcnt 266.eps)



The Book Leaf Logo

The Book Leaf symbolizes the understanding of nature through study, research and wisdom.



(ncl006.eps)



(ncl007.eps)

New Chapter Brand Guide: **Logo Banners**

New Chapter Page Banners

Designed to brand your ad, flyer or poster with the logo and the company's signature purple color: Pantone® 266.

As a rule-of-thumb, the logo's width is one-third the width of the banner on a full-page ad.

Generally, the banner appears at the top for headers; at the bottom for posters and ads.

For collateral that's larger or slightly smaller, please size art as-is proportionately.

New Chapter Half-Page Banners

Created for smaller promotional pieces like postcards and ads.

Generally, the banner appears at the bottom for posters and ads.

Ordinarily, the logo's width is approximately one-half the width of the banner.

Always size proportionately.

New Chapter Brochure Banner

Developed specifically for brochures and should always appear at the top.

Logo must be centered within banner. Note: when centering, do not include registration mark; position mark after the logo is centered.



(Page Banner: ncpb001_n.eps)



(Page Banner: ncpb002.eps)



(Half Page Banner: ncpb004.eps)



(Brochure Banner: ncpb006.eps)