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## PAST, PRESENT AND A BRIGHT FUTURE

After celebrating 100 years of the NFHS, the organization took the opportunity to reflect on its past, present and future as the national leadership organization of high school athletics and activities. As state associations and students across the country continue to rely on the trusted resources, opportunities and guidance provided by NFHS, the start of the second century for the organization was the time to elevate the identity, perception of the brand and how it's received moving forward by state associations, family members and students. NFHS worked with Indianapolis-based creative agency, Section 127, to create a new logo for the organization.

### Design Objectives

1. Create an identity that honors the tradition of NFHS, with modern updates, which will be distinct and memorable.
2. Visually represent the organization as the national organization for high school sports and activities.

### Brand Characteristics

It is important that audiences continue to rely on the NFHS in the ways they always have, but to know the organization as one that is proactive, forward-thinking and relevant among each audience it serves.

The logo was built with the following brand characteristics in mind:

- enlightened
- sophisticated
- leader
- intelligent
- knowledgeable
- visionary
- insightful
- entrusted
- caring
- responsible
- in touch

### The NFHS logo:

The 'shield' is an evolution of past logos allowing the mark to connect with the organization's first 100 years and bridge into its future.

- Flag element creates strong national symbolism.
- The four stripes within the flag element represent the four locations of the national office.
- Direction of flag element is pointing upward to symbolize forward-thinking and advancement.

**PRIMARY LOGO – FULL COLOR**

PMS  
281 CP

PMS  
199 CP

The primary logo should be used in all applications when possible. The white keyline version of the primary logo should be used on blue backgrounds only.



**LOGO USAGES**

1. Area of isolation/white space.
2. Maintain sufficient white space around the logo for legibility and prominence. Use the height of the NFHS letters as a measuring tool for proper clearance.



**PRIMARY LOGO – ONE COLOR**



**WORDMARK**

**NFHS**<sup>®</sup>

**NFHS**<sup>®</sup>

ON RED

**NFHS**<sup>®</sup>

ON BLUE

**NETWORK LOGO – FULL COLOR**

PMS  
281 CP

PMS  
199 CP

The primary logo should be used in all applications when possible. The white keyline version of the primary logo should be used on blue backgrounds only.





**NETWORK LOGO – ONE COLOR**



**NETWORK WORDMARK**

**NFHS**  
**NETWORK**

**NFHS**  
**NETWORK**

ON RED

**NFHS**  
**NETWORK**

ON BLUE

**NFHS LEARNING CENTER LOGO – FULL COLOR**



**NFHS LEARNING CENTER LOGO – ONE COLOR**



**NFHS LEARNING CENTER LOGO – URL BANNER**



**FOUNDATION LOGO – FULL COLOR**



**PROFESSIONAL ORGANIZATION LOGOS –  
FULL COLOR**



**PROFESSIONAL ORGANIZATION LOGOS –  
ONE COLOR**



Files can be found at N/Drive/NF General Items/NFHS Professional Organization Logo in eps, jpg and png formats.

**DEPARTMENT VARIATIONS – PARTNER**



**PARTNER**



ON RED



ON BLUE USE WHITE OUTLINED LOGO

## COLOR INFORMATION

Pantone	PMS 281 C	PMS 199 C	White	Black
CMYK	100 / 85 / 5 / 36	0 / 100 / 72 / 0	0 / 0 / 0 / 0	0 / 0 / 0 / 100
RGB	0 / 32 / 91	213 / 0 / 50	255 / 255 / 255	35 / 31 / 32
Maderia	1166	1081	1001	1000
Robison-Anton	2437	2419	2297	2296
Hex	00205c	dc0032		

## TYPOGRAPHY

The typefaces we use can have a profound effect on our communications. Consistently using the official fonts selected for NFHS materials strengthens and reinforces the brand.

**Calibri** will be required on all internal/external email communications, memorandums, PowerPoint files, forms and Word documents. **Berthold City** and **Segoe UI** will be used for all print publications. The fonts are displayed to the right.

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ,./?<>"':;[]+=&-\$#@

abcdefghijklmnopqrstuvwxyz

### Berthold City

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ,./?<>"':;[]+=&-\$#@

abcdefghijklmnopqrstuvwxyz

### Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ,./?<>"':;[]+=&-\$#@

abcdefghijklmnopqrstuvwxyz



Do not alter the proportions of the mark.



Do not skew or distort the mark.



Do not alter the logo's colors.



Do not crop the logo in any way.



Do Not rotate the logo.



Do not place the logo over distracting backgrounds.



Do not add strokes or other graphical elements.



**LOGO PACK FILE NAMING CONVENTION**