Primary Logo Geometry

The NWA (Northwest Arkansas) mark is a custom-modified, modern sans-serif logo. It is drawn with geometric letterforms. The horizontally oriented brand mark/logo should be used on most applications, occasionally replaced by the vertically oriented logo lockup.
There are two primary NWA logo lockup orientations; both are acceptable, but if there is doubt about usage orientation, please default to use the horizontal logo orientation.

Primary & Secondary Logo Lockups

In situations with tighter or smaller and/or square spaces in question, the vertical logo lockup should be used.
CLEAR SPACE

The wordmark should always be surrounded by a minimum area of space. Clear space ensures that headlines, text, or other elements do not encroach on the symbol. A margin of clear space equivalent to X is drawn around the symbol to create a boundary of isolation.

Logo Usage - Position

MINIMUM SPACE

Always adhere to the minimum sizing guidance for optimum legibility when using the NWA logo.
NWA Box Logo + Box Device

The NWA box logo is a nice alternative to the standard lockups, particularly in instances where there is a busy photographic background or where intense graphic contrast is desirable.
LOGO USAGE
Position

The NWA logo lockup should be placed in the top or bottom center with considerable breathing room. When used in small instances, the logo lockup should be in the upper right or lower left corner of the layout.
Incorrect Usage

These are six instances that are inappropriate:

- DO NOT PLACE ON DISTRACTING BACKGROUNDS
- DO NOT ROTATE LOGO LOCKUP
- DO NOT OUTLINE LOGO LOCKUP
- DO NOT DISPLAY LOGO LOCKUP IN COLORS OUTSIDE OF APPROVED PALETTE
- NEVER SKEW, STRETCH, OR SQUEEZE LOGO LOCKUP
- DO NOT DISPLAY LOGO LOCKUP WITHOUT SUFFICIENT CONTRAST
About the NWA Brand Mark

The "NWA" letters together form a kind of graphic image or gestalt.
The letters overlap slightly, which creates graphic interest and dynamism.
The NWA Tag Line

There are two versions of the NWA logo lockup: the “type only” left-aligned version and the “state silhouette” version. Generally pairing the NWA logo with the tag line in close quarters is not ideal. Typically they would offset one another in a layout. When used in close quarters, please use the recommended lockups.
NWA Badges, Seals, Watermark

The NWA branding system has multiple facets, including a watermark, individual city watermarks, an NWA seal, an NWA “work patch,” and an NWA “innovation” badge.

These circular branding devices can be used in multiple applications, such as embroidered patches, stickers/decals, buttons, and more.
City Badge / NWA City Palette

The cities in the NWA network can be integrated into the NWA identity with individualized branding devices, such as this proposed series of badges with city color coding.

City Toggle Device

For print and interactive applications, the NWA system has developed a sliding device to create visual and interactive interest. This slider allows the user to quickly switch to another city page or city attribute to learn more about what is happening in our corridor. In print, the device allows NWA to highlight all the city names in the corridor and the strength of the network.
The NWA Council Lockup

When connecting the new NWA logo with other important logos, use a uniform color solution for more pleasing aesthetic results.
COLOR
The main colors used in NWA branding are NWA RED, NWA OLIVE, NWA CHARCOAL, and NWA OFF-WHITE. Some other accents play a major role but aren’t considered brand colors.

For the secondary set of colors, we use a dark green-grey with an ownable tone of cool and warm light neutrals, each in three opacities. This palette is used primarily for digital, CTAs, button styling, and other UI moments. It can also be used for solid fills and backgrounds to break white space.
### Typography

See examples at right for descriptions of the NWA fonts family and typographic characteristics.

<table>
<thead>
<tr>
<th>Font</th>
<th>Style</th>
<th>Use</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prophet Extrabold</strong></td>
<td>Headline</td>
<td>Bold cuts of Prophet are a feature of the NWA identity.</td>
<td></td>
</tr>
<tr>
<td><strong>PDU Bold</strong></td>
<td>Subheadline</td>
<td>PDU serves a strong and interesting headline contrast to Prophet.</td>
<td></td>
</tr>
<tr>
<td><strong>Prophet Regular</strong></td>
<td>Text 1</td>
<td>For longer-form articles and descriptions we use Light and Regular cuts of Prophet.</td>
<td></td>
</tr>
<tr>
<td><strong>Untitled Serif</strong></td>
<td>Text 2</td>
<td>For longer texts, use Untitled Serif as a reading text; NWA uses, Untitled Serif Regular.</td>
<td></td>
</tr>
<tr>
<td><strong>Untitled Sans</strong></td>
<td>Detail</td>
<td>At smaller type sizes (7 pt and under), we can use PDU Bold + Untitled Sans to drive home any tertiary information.</td>
<td></td>
</tr>
<tr>
<td><strong>PDU Bold</strong> + <strong>Prophet Light</strong></td>
<td>Subheadline Numbers Detail</td>
<td>For numbers, NWA can use the three thin Prophet cuts and any of the PDU fonts for added excitement.</td>
<td></td>
</tr>
</tbody>
</table>

**NORTHWEST ARKANSAS**

**BENTONVILLE, ARKANSAS, UNITED STATES 91406**


For longer texts, use Untitled Serif as a reading text; NWA uses, Untitled Serif Regular.

For numbers, NWA can use the three thin Prophet cuts and any of the PDU fonts for added excitement.

1234567890

**1234567890**
NWA Typography

**PROPHET BOLD**

**HEADLINE**

**SUBHEADER 01**

It eium saest inis res et adita voluptature, sum que maiosam alis qui nectemodli tem estis veliquo tem dolupicipis comnihil quat requisestact en pacce.

**PROPHET REGULAR**

**HEADLINE 2**

Doluptas dem quatur solor aut fugas. Dam quis nonsequi blaborumque dioraepe edictiandae pe dollacepudae incorestem atinto dolupta spistrume poris accus vendanis.

**PDU**

**SUBHEADER 03**

Esequis erum utet, occum endam et lantorem a que est expedisea veligen empore, odisquatur? Uga. Quia dernat postiadolupic to dolore vel magni aut re aut et harum qui offic tobeati tor aut volore moditatem

**UNTITLED SERIF**

**SUBHEADER 04**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**UNTITLED SERIF ITALIC**

 Prophet and Untitled are NWA workhorse fonts because they are the most versatile and have larger-weight families. When in doubt, use Untitled liberally, but layouts should ALWAYS use two fonts. For shorter communications, Prophet may be ideal as a text face, but in longer type block, go to Untitled Sans or Untitled Serif.

PDU is NOT a text font, and Untitled is seldom used as a headline font.

Combinations of the NWA fonts should create balance and interest in layouts and communications.

Prophet and Untitled are NWA workhorse fonts because they are the most versatile and have larger-weight families. When in doubt, use Untitled liberally, but layouts should ALWAYS use two fonts. For shorter communications, Prophet may be ideal as a text face, but in longer type block, go to Untitled Sans or Untitled Serif.

PDU is NOT a text font, and Untitled is seldom used as a headline font.

Combinations of the NWA fonts should create balance and interest in layouts and communications.

Prophet and Untitled are NWA workhorse fonts because they are the most versatile and have larger-weight families. When in doubt, use Untitled liberally, but layouts should ALWAYS use two fonts. For shorter communications, Prophet may be ideal as a text face, but in longer type block, go to Untitled Sans or Untitled Serif.

PDU is NOT a text font, and Untitled is seldom used as a headline font.

Combinations of the NWA fonts should create balance and interest in layouts and communications.
BRAND IN ACTION
City Banners

Each city banner would use a unique work of architecture as a highlight image. That image would be distilled down into a streamlined icon for the city badge/banner.
Applications

Pictured here are some applications of the NWA color palette and the NWA ID. Connecting the palette and the visual elements should be the basis for very dynamic, spare, and interesting graphic expressions.
Thank you