A photograph of a group of people riding bicycles on a city street at sunset. The scene is bathed in warm, golden light from the setting sun. In the foreground, a young girl in a white long-sleeved shirt and orange helmet rides a bicycle towards the camera. Behind her, several other cyclists are visible, including a man in an orange vest and a woman in a red jacket. The background shows a row of brick buildings, streetlights, and trees. The overall atmosphere is active and vibrant.

nwa Northwest
Arkansas

STYLE GUIDE + BRAND KIT

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L O G O

nwa → nwa → **nwa**



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.



Primary & Secondary Logo Lockups

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

Horizontal logo lockup (left aligned)



Horizontal logo lockup (right aligned)



Vertical logo lockup



(right aligned)



(left aligned)

Bottom lineup



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.



In this case, X is equal to the height of the "Northwest + Arkansas"

Logo Usage - Position



MINIMUM SPACE

Always adhere to the minimum sizing guidance for optimum legibility when using the NWA logo.



PRINT = 1 INCH HIGH

SCREEN = 18 PX HIGH



NWA Box Logo + Box Device

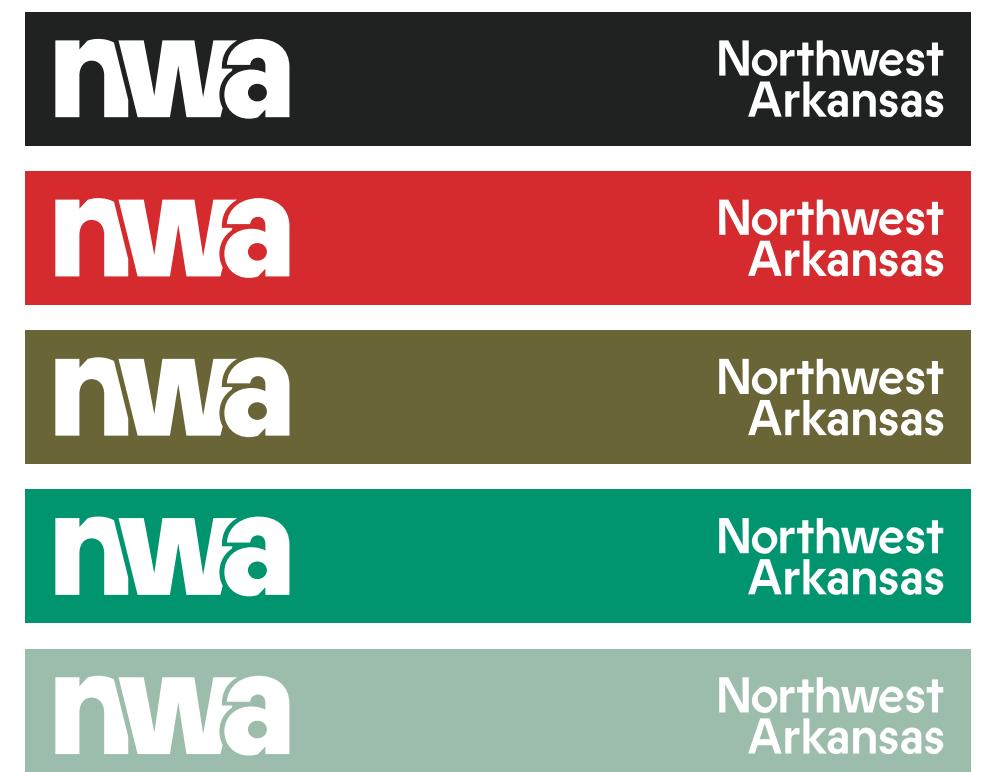
The NWA box logo is a nice alternative to the standard lockups, particularly in instances where there is a busy photographic background or where intense graphic contrast is desirable.



Left-aligned logo box



Right-aligned logo box
Variable width



Right-aligned logo box
in recommended colors

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.

Top left-aligned / horizontal lock-up



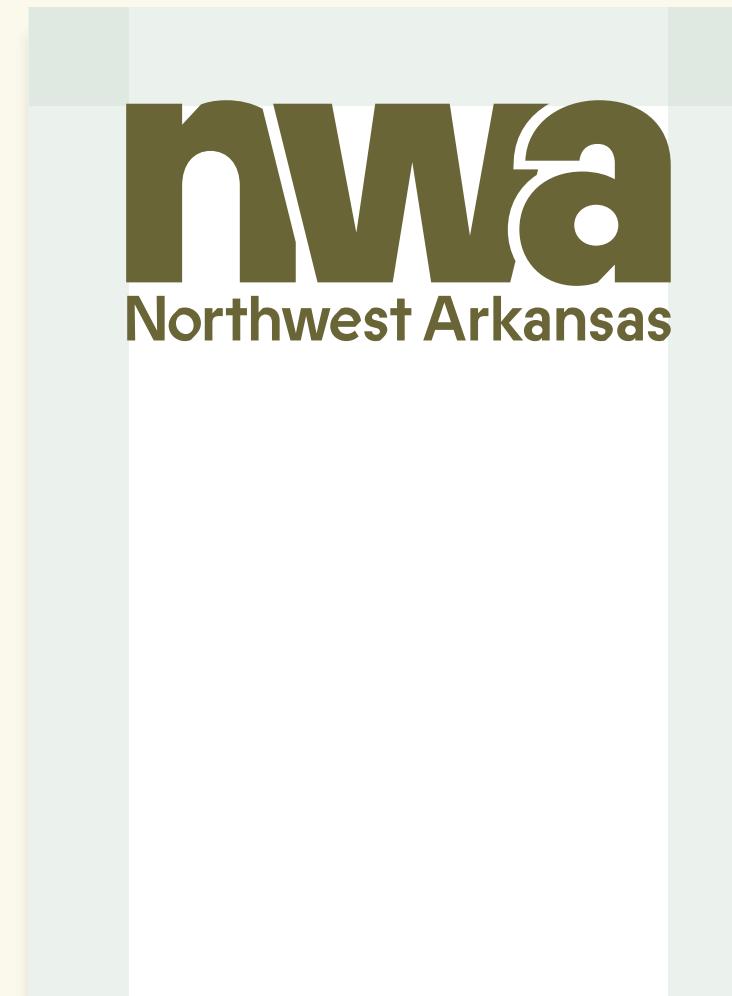
Top right-aligned / vertical lock-up



Bottom left-aligned / horizontal lockup



Center-aligned / horizontal lockup



Bottom right-aligned / vertical lockup

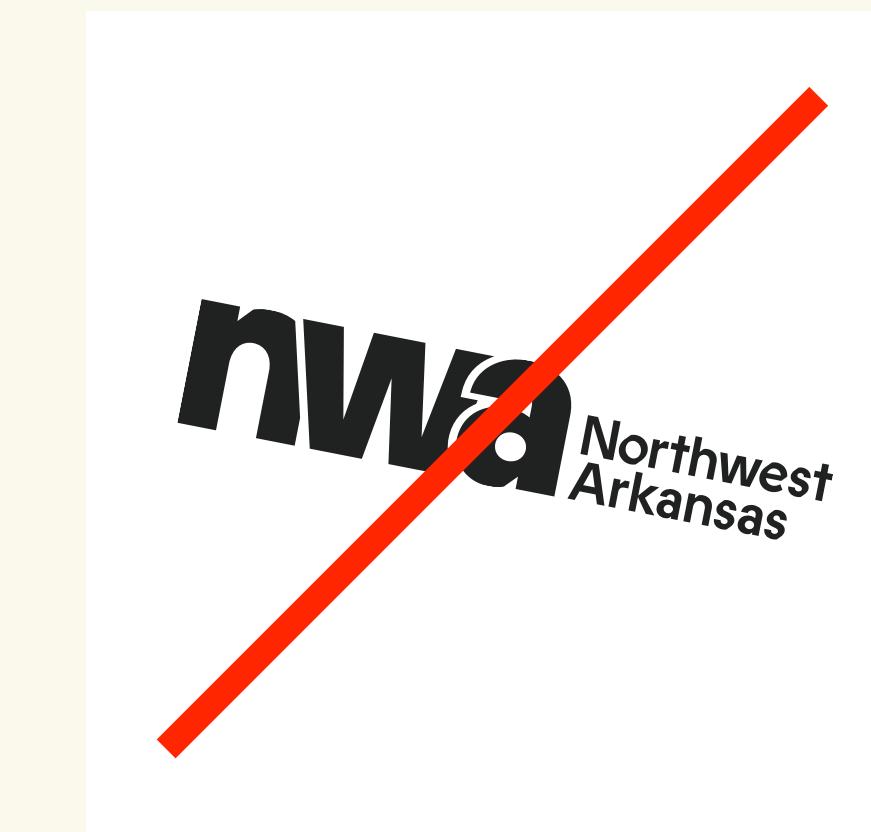


Incorrect Usage

These are six instances that are inappropriate:



DO NOT PLACE ON DISTRACTING BACKGROUNDS



DO NOT ROTATE LOGO LOCKUP



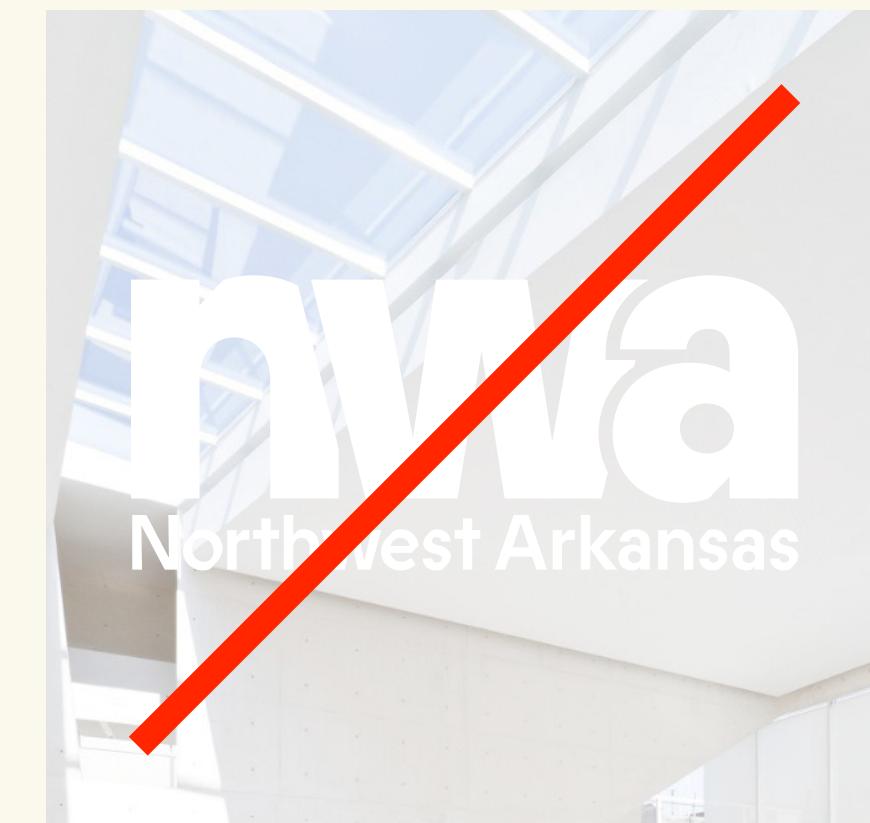
DO NOT OUTLINE LOGO LOCKUP



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.



LIFE WORKS HERE

Type only variation (left aligned)

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.



State silhouette version (left aligned)



Top left-aligned / horizontal lockup

LOGO LOCKUPS



Top left-aligned / horizontal lockup

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.



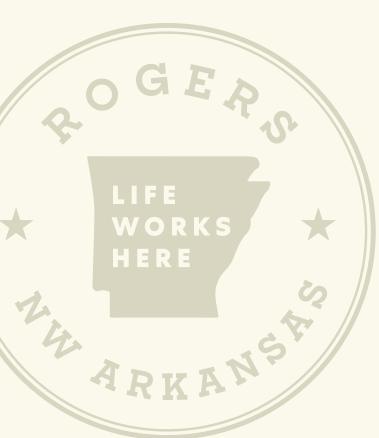
NWA INNOVATION BADGE



NWA WORK PATCH



NWA SEAL



CITY WATERMARK



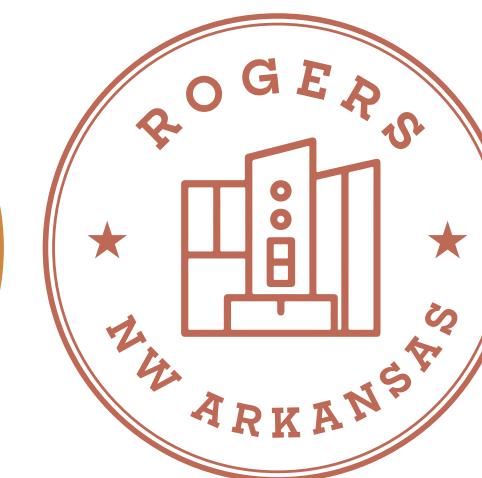
City Badge / NWA City Palette

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.

NWA CITY SEAL



CITY TOGGLE SLIDER

- bella vista
- bentonville
- rogers
- lowell
- siloam springs
- springdale
- fayetteville

- **bella vista**
- **bentonville**
- **rogers**
- **lowell**
- **siloam springs**
- **springdale**
- **fayetteville**



The NWA Council Lockup

When connecting the new NWA logo with other important logos, use a uniform color solution for more pleasing aesthetic results.



Logo knockout outline

Logo knockout solid

COLOR

Color Palette

PRIMARY PALETTE

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.



NWA RED

CMYK: 0 94 84 5
RGB: 203 44 48
HEX: CB2C30
PMS: 711

NWA OLIVE

CMYK: 37 26 81 49
RGB: 101 102 53
HEX: 656635
PMS: 7750

JADE

CMYK: 81 3 64 10
RGB: 0 150 108
HEX: 00966C
PMS: 7724

GREEN-GREY

CMYK: 40 7 29 0
RGB: 154 190 170
HEX: 9ABEAA
PMS: 558

GREEN-GREY 50%

CMYK: 20 5 17 0
RGB: 203 221 211
HEX: 9ABEAA 50%
PMS: 558

SECONDARY WEB PALETTE

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.

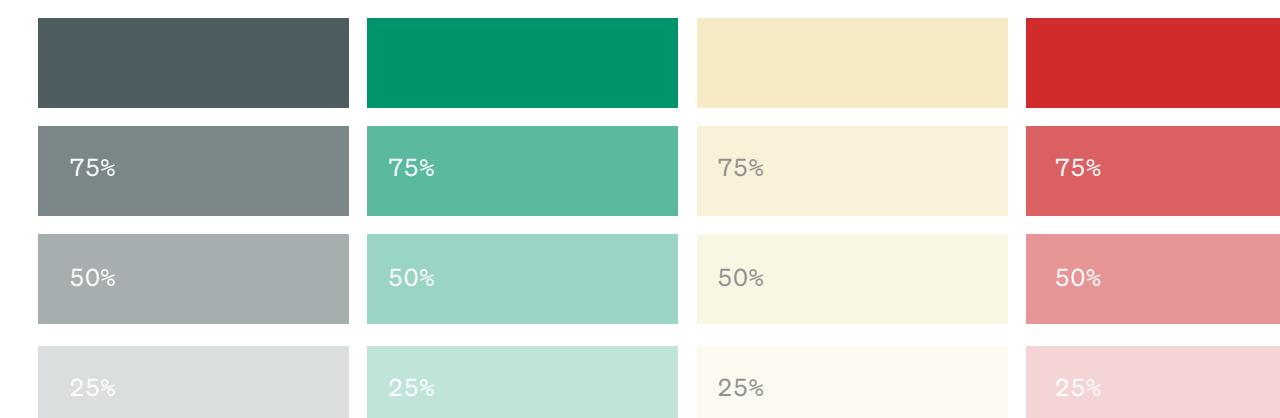
NWA CHARCOAL

CMYK: 76 65 66 90
RGB: 33 35 34
HEX: 212322
PMS: 419

NWA OFF-WHITE

CMYK: 11 29 0
RGB: 241 230 178
HEX: F1E6B2
PMS: 7499

WEB COLORS



GREY

RGB: 82 95 97
HEX: 525F61

JADE

RGB: 0 150 108
HEX: 00966C

OFF-WHITE

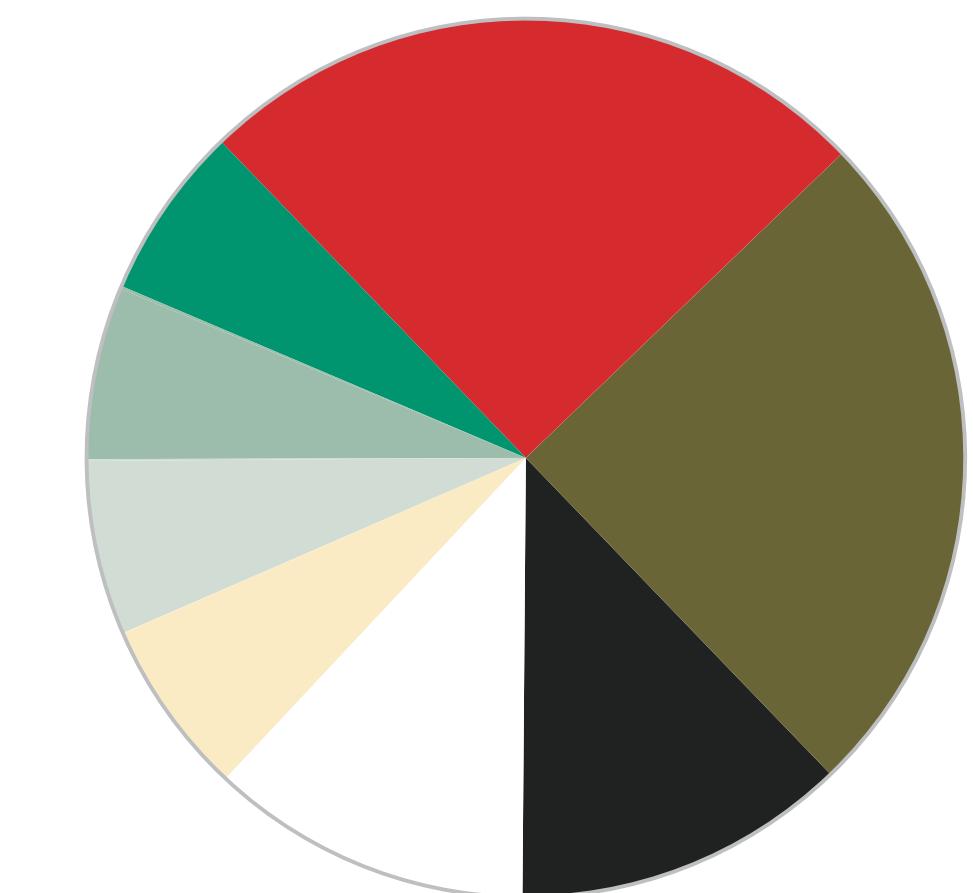
RGB: 41 230 178
HEX: F1E6B2

NWA RED

RGB: 203 44 48
HEX: CB2C30

COLOR RATIOS

This diagram roughly outlines the ratio of usage of NWA colors across the spectrum. When creating any new piece of communication or collateral, please refer to this guide in color choices. Red and olive are the predominant colors of the brand, followed by the greens.



TYPOGRAPHY

Typography

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

Prophet Extrabold	Headline	Bold cuts of Prophet are a feature of the NWA identity.	NORTHWEST ARKANSAS
PDU Bold	Subheadline	PDU serves a strong and interesting headline contrast to Prophet.	BENTONVILLE, ARKANSAS, UNITED STATES 91406 ARK
Prophet Regular	Text 1	For longer-form articles and descriptions we use Light and Regular cuts of Prophet.	Curabitur pretium tincidunt lacin. Nulla gravida orci a odio. Nullam varius, turpis et commodo pharetra, est eros bibendum elit, nec luctus magna felis sollicitudin mauris. Integer in mauris eu nibh euismod gravida. Duis ac tellus et risus. vulputate vehicula. Donec lobortis risus a elit. Etiam tempor.
Untitled Serif Regular	Text 2	For longer texts, use Untitled Serif as a reading text; NWA uses, Untitled Serif Regular.	Curabitur pretium tincidunt lacin. Nulla gravida orci a odio. Nullam varius, turpis et commodo pharetra, est eros bibendum elit, nec luctus magna felis sollicitudin mauris. Integer in mauris eu nibh euismod gravida. Duis ac tellus et risus vulputate vehicula.
Untitled Sans Medium + PDU Bold	Detail Quotations Footnotes	At smaller type sizes (7 pt and under), we can use PDU Bold + Untitled Sans to drive home any tertiary information.	Curabitur pretium tincidunt lacin. gravida orci a odio. Nullam varius, turpis et commodo pharetra, est eros bibendum elit, nec luctus magna felis sollicitudin mauris. Integer in mauris. CURABITUR PRETIVM TINCIDUNT LACUS. GRAVIDA ORCI A ODIO. NULLAM VARIUS, TURPIS ET COMMODO PHARETRA, EST EROS BIBENDUM ELIT, NEC LUCTUS MAGNA FELIS SOLlicitUDIN MAURIS. INTEG
PDU Bold + Prophet Light	Subheadline Numbers Detail	For numbers, NWA can use the three thin Prophet cuts and any of the PDU fonts for added excitement.	12345 67890 1234567890

PROPHET BOLD

HEADLINE

PDU

SUBHEADER 01

*It eium saest inis res et adita voluptature, sum que
maiosam alist qui nectemodi tem estis veliquo tem
dolupicipis comnihit quat requisestact en pacce.*

PDU

HEADLINE 2

UNTITLED SERIF

Doluptas dem quatur solor aut fuga. Dam quis nonsequi
blaborumque dioraep edictiandae pe dollacepudae
inctorestem atinto dolupta spistrume poris accus vendanis.

UNTITLED SERIF

SUBHEADER 03

UNTITLED SERIF ITALIC

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

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.

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

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

No. 23569

PROPHET BOLD

A HEADER STYLE

UNTITLED SERIF

SUBHEADER 02

*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.*

SUBHEADER 03
*Esequis erum utet, occum endam
et lantorem a que est expedisea
veligen empose, odisquatur
Uga. Quia dernat postiadolupic
to dolore vel magni aut re aut et
harum qui offic tobeati tor aut*

UNTITLED SERIF

SUBHEADER 04
*Esequis erum utet, occum
endam et lantorem a que est
expedisea veligen empose,
odisquatur? Uga. Quia
dernat postiadolupic to
dolore vel magni aut re aut
et harum qui*

PROPHET LIGHT

PDU BOLD

BRAND IN ACTION

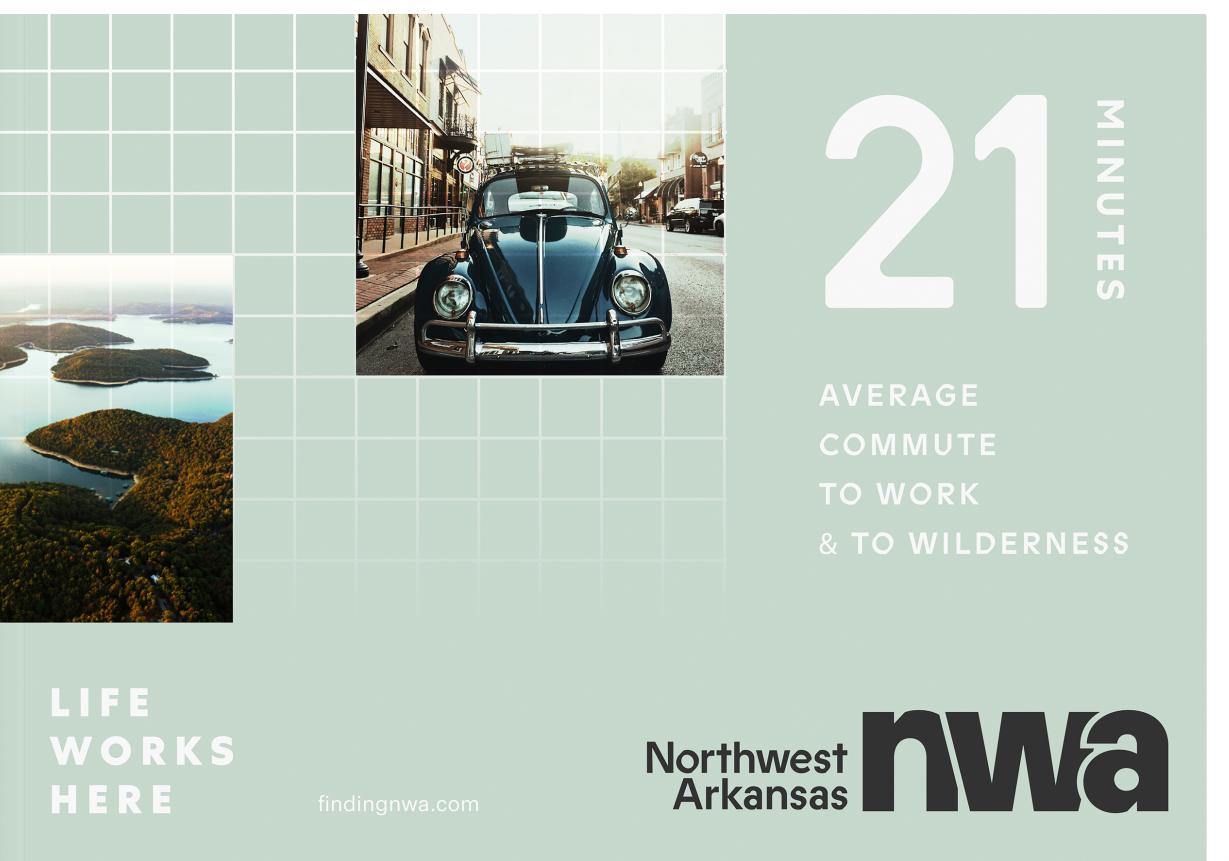
City Banners

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.



An aerial photograph of a large, dark blue lake nestled among numerous small, green, tree-covered islands. The surrounding land is densely forested with green and yellow autumn foliage. The sun is low on the horizon, casting a warm, golden glow over the water and the shoreline. In the bottom left corner, there is a solid blue rectangular overlay containing the word "WALRUS" in white, bold, sans-serif capital letters.

WALRUS

Thank you