

## RULES FOR USE OF NEH LOGO

The logo consists of the full name, National Endowment for the Humanities, as well as the symbol. These elements are combined in a specific configuration to form the complete logo. Neither element may be used separately.

Typesetting the logo using similar typefaces will not result in the official logo and is not permitted. The size and space relationships between the letters, words, and shapes must be maintained at all times. Any rearrangement, alteration, or deletion of letter forms or shapes is prohibited.

The logo has two formats: horizontal and vertical. The preferred version is horizontal, which should be used whenever possible. The vertical format is to be used only when the space available is so small that reducing the horizontal logo to fit the space would make the logo illegible.

### VERTICAL FORMAT



### HORIZONTAL FORMAT



When the NEH logo is accompanied by additional text or other graphic elements, there should be an image-free zone maintained around the logo to guard against visual clutter from other elements on the page.

As a rule, the non-interference zone, defined by a minimum distance ( $x$ ), should be maintained around the logo. The horizontal format measures " $x$ " as the width of the letter "H" in "Humanities". The vertical format measures " $x$ " as the height from the top of the letter "N" in "National" to the bottom of the letter "E" in "Endowment." Copy, images, or graphic elements must not encroach upon this minimum distance. The logo should never be shown in a confined area less than the non-interference zone. The NEH logo must never be connected to any copy or slogan, other than those approved through the NEH Office of Publications.

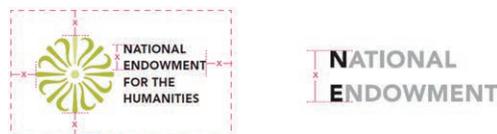
### HORIZONTAL FORMAT



### CORRECT USAGE



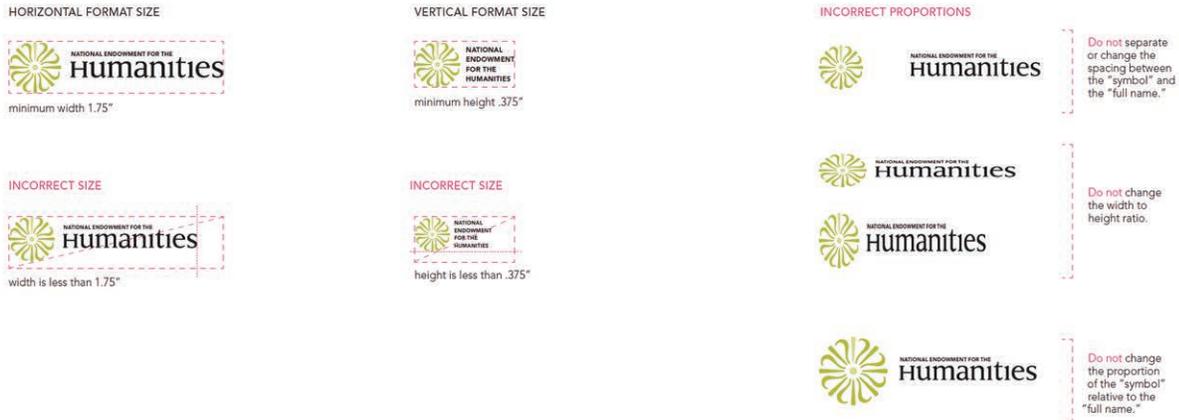
### VERTICAL FORMAT



### INCORRECT USAGE



The size and space relationship of the “symbol” and “full name” elements that make up the logo must be maintained at all times. When changing the size of the logo, the height to width ratio must remain proportional at all times. Any rearrangement or deletion of elements that alter the logo anatomy is not allowed.



The logo has been designed to retain its characters and readability in small and large sizes, with both horizontal and vertical formats available to ensure legibility. The technical limitations of some printing methods, however, may prohibit legible reproduction of the logo below a certain size. For general printing processes, the horizontal format for the NEH logo should not be reproduced below 1.75” (10p6) in width. The vertical format should not be reproduced below .375” (2p3) and 1” (6p) in height.

Exact registration and reproduction of the logo “symbol” and “full name” components are essential throughout the printing process. To achieve consistent quality, use the electronic files provided on the NEH Web site at:

<http://www.neh.gov/logo/index.html>

The NEH logo should be used in the following 2-color coated (C) or uncoated (U) options as specified below. No other color combinations are acceptable. When the 2-color logo version cannot be used, only black is acceptable for the positive version. When the logo is reversed out against a solid background, a photograph, or a multicolored background, the solid white logo should be used. Careful attention should be paid to the placement of the logo to ensure maximum readability.

The NEH green is Pantone® (PMS) 383 for coated paper and PMS 297 for uncoated paper. Since there is a wide range of paper finishes and colors, and printing techniques and materials, careful attention to color matching will be required in production to achieve these colors. Any special reproduction techniques, such as embossing and engraving, should be submitted to the Communications Department for review and approval to ensure readability.



As a general rule, the NEH logo must always be presented against a background that will provide sufficient contrast and readability. Whenever possible, the logo should be presented on a white background.

If that is not possible, follow these guidelines for use. The logo should not be placed directly against heavily patterned or textured backgrounds. The non-interference zone should be used. Only approved patterns can be used. On a light-colored background, the logo must be shown as 2-color, or 2-color reverse if background permits. On a dark-colored background, the reverse logo should be used, or 2-color reverse logo may also be used if there is enough contrast from the background.

CORRECT USAGE



2-color on white or light background



1-color on high contrast background



Reverse on high contrast background



Reverse on approved pattern

INCORRECT



Do not use on background with insufficient contrast



Do not use on unapproved pattern

Typography is an essential part of the NEH identity. Two type families have been carefully selected to help communicate the NEH messages.

Avenir is a simple, clean sans serif that is appropriate for highlighting text, headline or subhead use or emphasizing copy points. It maintains its readability as well as its reproduction quality at small type sizes.

Eason Pro is a classic, timeless serif that is highly readable and is an excellent choice for large amounts of text such as copy in a brochure or letter on the corporate stationery.

When producing work on the PC operating platform or interactive projects substitute Georgia for Eason and Trebuchet for Avenir.

**TYPOGRAPHY: PRINT**

AVENIR 45 BOOK

abcdefghijklmnopqrstuvwxy 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR 85 HEAVY

**abcdefghijklmnopqrstuvwxy 1234567890**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

EASON PRO REGULAR

abcdefghijklmnopqrstuvwxy 1234567890  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

EASON PRO ITALIC

*abcdefghijklmnopqrstuvwxy 1234567890*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

AVENIR: COMPLETE FAMILY

|                        |                                       |
|------------------------|---------------------------------------|
| Avenir 35 Light        | <i>Avenir 35 Light Oblique</i>        |
| Avenir 45 Book         | <i>Avenir 45 Book Oblique</i>         |
| Avenir 55 Roman        | <i>Avenir 55 Roman Oblique</i>        |
| Avenir 65 Medium       | <i>Avenir 65 Medium Oblique</i>       |
| Avenir 85 Heavy        | <i>Avenir 85 Heavy Oblique</i>        |
| <b>Avenir 95 Black</b> | <b><i>Avenir 95 Black Oblique</i></b> |

EASON PRO: COMPLETE FAMILY

Eason Pro Regular  
*Eason Pro Regular Italic*  
**Eason Pro Bold**  
*Eason Pro Bold Italic*

EASON PRO DISPLAY CAPS

EASON PRO INLINE CAPS

**TYPOGRAPHY: PC/INTERACTIVE**

TREBUCHET MS

Trebuchet MS Regular  
*Trebuchet MS Italic*  
**TrebuchetMS Bold**  
***Trebuchet MS Bold Italic***

GEORGIA

Georgia Regular  
*Georgia Italic*  
**Georgia Bold**  
***Georgia Bold Italic***

A tagline is a concise statement or catchphrase that communicates the tone, mission, or purpose of a company or organization. The tagline for NEH is “Exploring the human endeavor.”

When used independently, the tagline is set in the agency typeface Avenir 85 Heavy. “Exploring” begins with an initial cap, and the full phrase does not end with a period.

**Exploring the human endeavor**

When the tagline is used in body copy, it can be set in either Avenir or Eason, and can end with a period. The word “endeavor” does not need to begin with an initial cap.

As a general rule, the tagline should not be typeset smaller than 8 pt to ensure the integrity and readability of the printed tagline. The tagline can be reversed out of a solid background, pattern, or image.

The preferred color is NEH green, or the 4-color process equivalent, when used against a white or light background. However, this is not required, and a different color from the NEH palette can be substituted. The tagline must be set in a color from the NEH color palette as specified on page

**TAGLINE**

CORRECT TAGLINE USAGE

Exploring the human endeavor

Exploring the human endeavor

National Endowment for the Humanities interprets the past, engages the present, and informs the future. We are the stories, ideas, and words that help us make sense of our lives and our world. We’re engaging people we’ve never met, visiting new places, and discovering ideas that have never crossed our minds. By connecting with ourselves and with others, we are **exploring the human endeavor**.

CORRECT TAGLINE USAGE



INCORRECT TAGLINE USAGE

