

# Nautical Archaeology Society Logo Usage Guidelines

This is an introduction to demonstrate how the NAS logo should be used.

The logo should always appear prominently as the major visual element of the brand identity. It is made up of two elements – the logotype (the illustration) and the wordmark (the text).

The relative sizes and positions of these elements are fixed and they not not be separated. The type must not be changed or the logotype altered in anyway.

## NAS logo versions and sizes

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Four different versions of the NAS logo have been created for flexibility and can be used at various sizes. But for general A5 and A4 pages, the following sizes have been set to keep a brand consistency.

### NAS horizontal logo

Dimension is for A5-A4 usage:  
**40mm (w) x 45mm (h)**



### NAS vertical logo

Dimension is for A5-A4 usage:  
**65mm (w) x 20mm (h)**



Due to the intricate details in the logotype, a separate set of logos has been adjusted in order for the logotype to reproduce with clarity. Please note these must not be used in any other sizes.

### NAS horizontal minimum size logo

Dimension is for A5 and below usage:  
**24mm (w) x 27mm (h)**



### NAS vertical minimum size logo

Dimension is for A5 and below usage:  
**39mm (w) x 12mm (h)**



## Reproduction of NAS logo

Due to the details in the logo, it is recommended that the logo be reproduced against a plain coloured or simple graduated background, and not again an image background as shown in these samples below, the logo clarity can too easily get lost against an image.

Logo on white background



Logo on light background



Logo on dark or graduated background

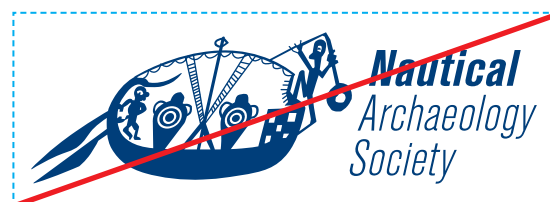


Logo on image background



If in doubt about whether you can use the NAS logo over a specific image, please contact us for our approval or visit <http://www.nasportsmouth.org.uk/about/logo.php> for further guidance.

Logo being distorted



**All visuals must be sent to the NAS office in Portsmouth for approval prior to printing.**

## Colour reproduction of the NAS logo

The whole logo must always be reproduced in a single colour (or a tint) of the following colour options. Do not use different colours to separate the logotype and the word mark.



Spot = Pantone 654  
Process = C100 M67 Y0 K37  
RGB = R8 G34 B94



Black



White /  
reversed out

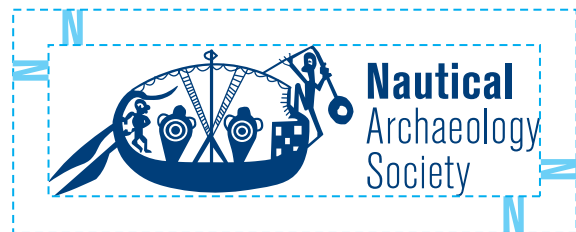
## Logo exclusion zone

To ensure the NAS logo has prominence and clarity, it should always be surrounded by an exclusion zone which is to be left clear of other graphical elements such as another logo or text. This area is a minimum area and should be increased wherever possible.

Approx. 6mm exclusion zone



Approx. 5mm exclusion zone



Approx. 4mm exclusion zone



Approx. 3mm exclusion zone



# Typeface

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In order that the NAS brand remains consistent, the typeface used in the logo must not be changed under any circumstance. The type is part of the logo.

For other printed material, please use the guide below.

## For stationery and other printed materials:

**Universe 67 CondensedBold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

**Universe 57 Condensed**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

## For letters, documents & body copy:

**Universe 65 Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

**Universe 55**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

If you do not have Universe on your PC, then Arial can be used as an alternative.

**Arial Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

**Arial**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

**Arial Narrow Bold**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

**Arial Narrow**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£\$%^&\*()

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