



NPCBERKSHIRES.ORG

BRAND GUIDELINES





NONPROFIT CENTER OF THE BERKSHIRES

We help nonprofits connect, learn and grow.

The Nonprofit Center of the Berkshires helps nonprofits connect, learn and grow. A one-stop resource for the sector, the NPC provides educational workshops, informative publications, referrals, networking events, coaching and more.

We also represent the Berkshires on the board of the MA Nonprofit Network and bring regional experts and providers to the area on your behalf.

You do not need to be a member to access any of our programs. NPC membership entitles you to healthy discounts and perks and helps fund programs so we can keep the cost affordable for all.

The Problem

Berkshire County has one of the highest numbers of nonprofits per capita in the Commonwealth.

Nearly 1000 nonprofits compete for funding and other resources in a geographically and demographically tri-furcated county with no regional government.

Communication is difficult and staying on top of this vibrant and active sector is a real challenge. However, the nonprofit sector is one of the county's largest economic engines, providing one in four jobs according to the Bureau of Labor Statistics.

The sector needs an umbrella organization to facilitate collaboration, communication, and the sharing of resources.

The Vision

The NPC strives to make life easier for nonprofits. Historically resource-poor, with limited staff and funding, nonprofits that can find ways to do things faster and better through collaboration, education, connections and communication, will be able to better carry out their missions.

The NPC serves as a clearinghouse for information and resources, providing a one-stop solution to daily challenges nonprofits face. By providing affordable opportunities for nonprofits to connect, learn and grow,

The NPC works to improve the overall organization and efficiency of the nonprofit sector.

The Mission

The mission of the Nonprofit Center of the Berkshires (NPC) is to facilitate growth for charitable organizations through shared resources, affordable services, and creative collaborations.

Our Strengths

The NPC uses the founder's marketing, fundraising and management experience, supported by the board and advisory board to guide the development of programs and a sustainable business model. By meeting with many nonprofits and community leaders, the NPC is able to solicit input and identify problems and solutions for the sector.

As a "connector organization," the NPC can rally volunteers, businesses and individuals to work together to support the sector as a whole. Organizational expenses are minimal, with the main challenge of finding funding to support staff salaries.

In just over two years, the NPC has established itself as the go-to resource for the sector and has begun to partner with local businesses and foundations to move the needle forward.



BRAND GUIDELINES.

Logo.

Minimum Size.

Logo Mark.

Clearspace.

Incorrect Usage.

The logo.

Logo.

The primary logo will be used across all major brand applications. This trademark helps to easily identify the website, social media presence, ads, and other print or digital materials.

It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

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HORIZONTAL



VERTICAL

Minimum Size.

The logo is the embodiment of the brand and must, at all times, be perfectly legible & without distraction.

To ensure this, the logo should never be smaller than the minimum sizes shown. Even at its minimum, the logo must be surrounded by the appropriate amount of white space on all sides. Only use the smallest sizes when absolutely necessary.

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1.6" WIDTH



0.8" WIDTH

Logo Mark.

A Logo variation can be used to replace the primary logos when its usage is not applicable.

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Clearspace.

To ensure legibility, always keep a minimum clear space around the logo. The space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, and lessen the impact of the logo.

This minimum space should always be maintained as the logos are proportionally resized.

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Incorrect Usage.

The following are a few examples of practices that would violate the logo & identity system. Please use your best judgment as not to violate any of the specific rules set forth here.

If in doubt, check.

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Off-brand effects should not be used and/or applied.



No other elements in the logo should be altered or adjusted.



Don't use non-approved colour schemes.



Don't scale, tilt or distort the shape.



BRAND GUIDELINES.

Primary Colors.

Secondary Colors.

Colors.

Color Palette.

Color is at the core of brand identity. Consistent use of the color palette will not only support the cohesiveness of the brand, but color also communicates a certain feeling to your audience.

Primary colors help consumers to quickly identify a brand. These are the core colors of the brand. Commonly, primary colors are incorporated into a company's logo.

Secondary colors highlight and compliment the primary color or colors.

GREEN.

CMYK: C 52 / M 32 / Y 80 / K 10.

RGB: R 127 G 139 B 82

HEX: #7f8b52

SALMON

CMYK: C 0 / M 38 / Y 44 / K 5.

RGB: R 236 G 165 B 132

HEX: #eca584

PASTEL GREEN.

CMYK: C 12 / M 0 / Y 13 / K 24.

RGB: R 177 G 191 B 181

HEX: #b1bfb5

LIGHT GRAY.

CMYK: C 0 / M 0 / Y 0 / K 3.

RGB: R 246 G 246 B 246

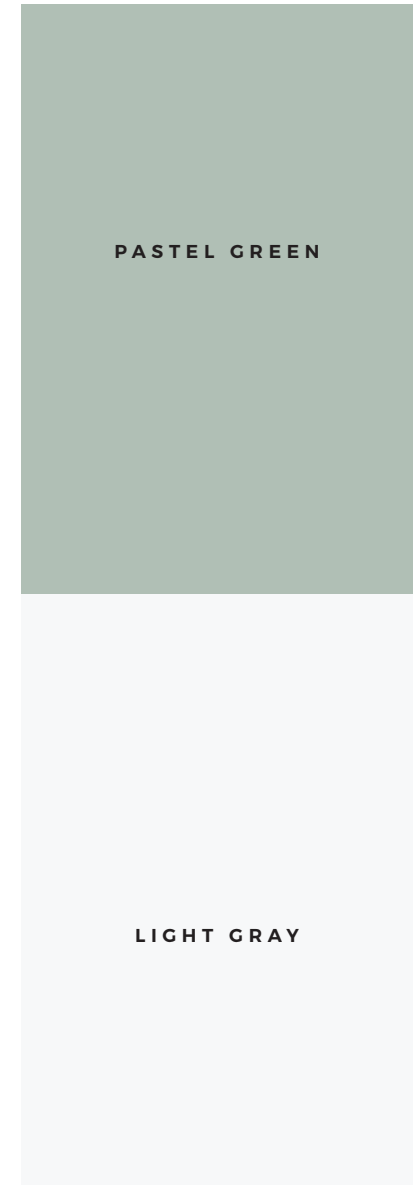
HEX: #f6f6f6

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PRIMARY COLORS



SECONDARY COLORS





BRAND GUIDELINES.

Headlines.

Body Copy.

Typography.

Primary.

Typography is a powerful brand tool when used consistently. This font combines a geometric appearance with modern proportions and should be used across all print & web applications.

Avenir Next Family

TYPE EXAMPLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

abcdefghijklmnopqrstuvwxyz.

qrstuvwxyz.

1234567890

@#\$%&(){}[]|\?!\<>-+=

TYPE FONTS.

Semibold. USED FOR HEADLINES.

Light. USED FOR BODY COPY.



BRAND GUIDELINES.

Imagery Usage.

Imagery.

Imagery.

People are the heart of the business. All imagery must communicate the principals of the business, connecting, learning and growing.



Contact Us.

If you have any questions regarding the guidelines of this brand, please feel free to contact us.



PHONE

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ONLINE

inspired@mungy.com

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Info.

Thanks.