

saacurh.nacurh.org



South Atlantic Affiliate Branding Guide

Branding Guide

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Visual Identity

Regional Colors

R: 217

G: 217

B: 217

Hex #D9D9D9

R: 234

G: 178

B: 0

Hex #EAB200

R: 51

G: 51

B: 153

Hex #333399

Visual Identity

Secondary Palette

R: 25
G: 23
B: 22
Hex #191716

R: 76
G: 6
B: 29
Hex #4C061D

R: 102
G: 0
B: 0
Hex #660000

R: 166
G: 52
B: 70
Hex #A63446

R: 239
G: 118
B: 122
Hex #EF767A

R: 240
G: 175
B: 0
Hex #F08700

R: 242
G: 129
B: 35
Hex #F28123

R: 217
G: 217
B: 217
Hex #F9C784

Visual Identity

Secondary Palette

R: 124
G: 81
B: 24
Hex #7CB518

R: 90
G: 170
B: 149
Hex #5AAA95

R: 35
G: 240
B: 199
Hex #23F0C7

R: 115
G: 191
B: 184
Hex #73BFB8

R: 115
G: 169
B: 194
Hex #73A9C2

R: 23
G: 37
B: 90
Hex #17255A

R: 127
G: 124
B: 175
Hex #7F7CAF

R: 83
G: 55
B: 71
Hex #533747

Visual Identity

Typography

Avenir is the official font of NACURH, Inc.

Avenir Light

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Book

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Avenir Heavy

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Other approved fonts include **Helvetica** and **Open Sans**.

Helvetica

Helvetica Light
Helvetica Regular
Helvetica Oblique
Helvetica Bold

Open Sans

Open Sans Light
Open Sans Regular
Open Sans Italic
Open Sans Bold

*** Other fonts may be used at the discretion of the SEC***

Visual Identity

Regional Seal

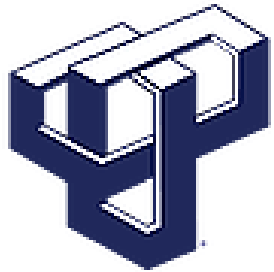


The Regional seal serves as the official identifier of The South Atlantic Affiliate.

It should be used on all official publications, presentations and additional documents.

Visual Identity

Lockups



SAACURH

SOUTH ATLANTIC AFFILIATE

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.

Lockups serve as the official NACURH alternative to any regional logo. These designs are consistent across all entities of NACURH.

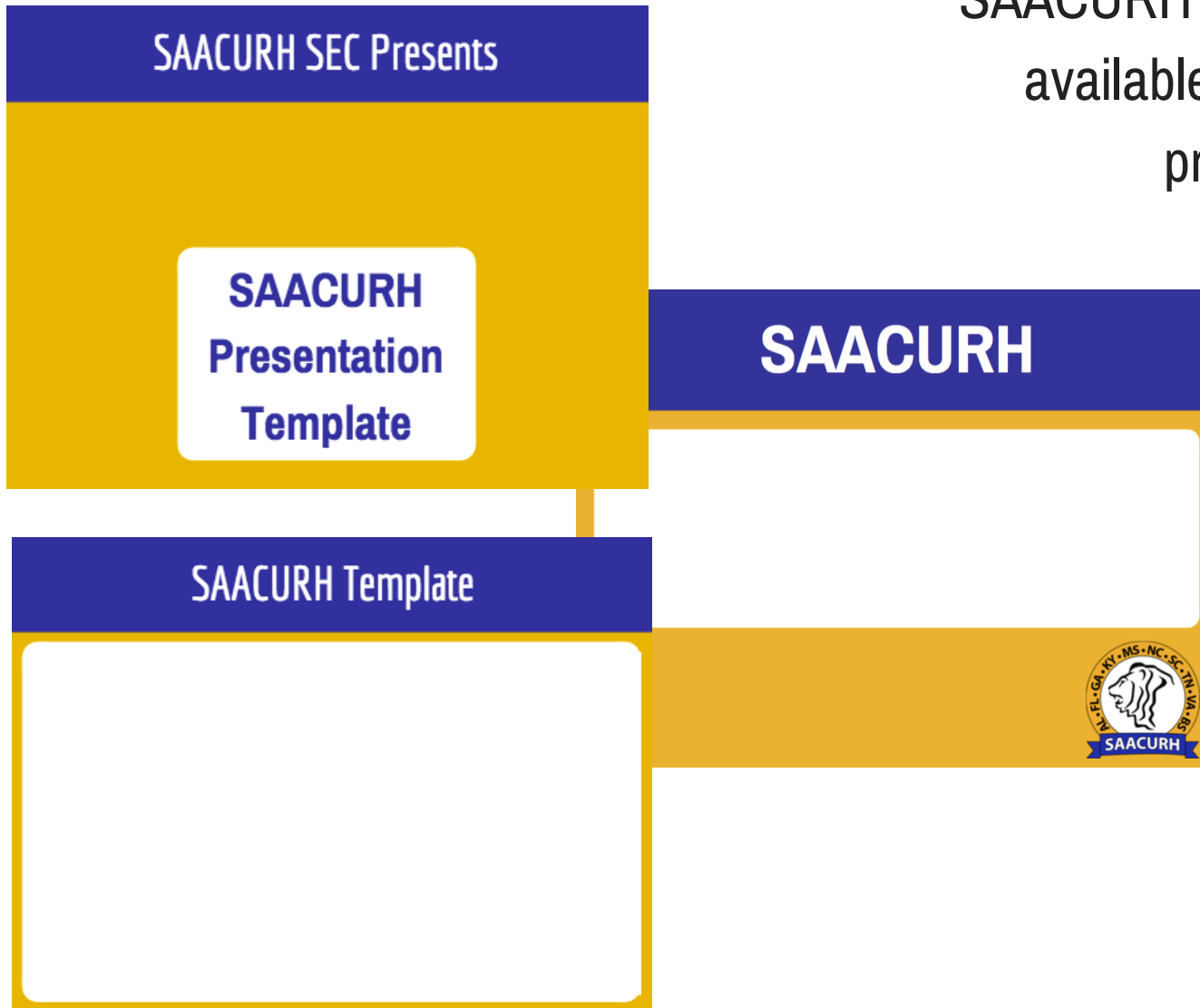


NACURH

NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.

Templates

SAACURH has Canva templates
available for all SAACURH
presentations





SAACURH
SOUTH ATLANTIC AFFILIATE
NATIONAL ASSOCIATION OF COLLEGE
& UNIVERSITY RESIDENCE HALLS, INC.

FROM:
TO:
CC:
SUBJECT:
DATE:



South Atlantic Affiliate
National Association of College and University Residence Halls, Inc.
Proposal Form

Main Motion 19 - [Insert Letter Here] | [Insert Title Here]

Whereas, [Insert thoughtful reasoning here]

Whereas, [Insert more thoughtful reasoning here] *(add more of these if needed)*

Therefore let it be resolved, [Insert what you're changing here]

Therefore let it be further resolved, [Insert something else you're changing here, if applicable] *(add more of these if needed)*

Respectfully Submitted,

[Insert Name Here], [Insert Position Here]

Templates

SAACURH has created Microsoft Word and Google Docs formatting for all Regional publications and Regional Legislation submissions.

Social Media



SAACURH

SAACURH NRHH

Regional Business Conference

Regional Leadership
Conference



@SAACURH

@sa_regionalconf

@sa_businessconf



@SAACURH

@sa_regionalconf

@sa_businessconf