NTEU Logo Usage

NTEU logo usage must follow these identity standards.

Please contact NTEU Public Relations at nteu-pr@nteu.org if you have questions about
NTEU branding, logo usage, or if you have requirements/needs that extend beyond these standards.

The NTEU logo with logotype must be used in all public-facing materials.

NTEU LOGO WITH LOGOTYPE

The NTEU logo stacked with the logotype is the preferred identity for all NTEU branded communications. *The logotype must be legible and included on all public-facing communications and collateral.*

Logo

Logotype

NTEU
National Treasury Employees Union

ALTERNATE HORIZONTAL LOGO

The alternate horizontal logo may be used for NTEU branded, public-facing communications where the logotype in the preferred logo is illegible.

NTEU **National Treasury Employees Union**

COLORS

The NTEU logo may appear in:

NTEU
National Treasury Employees Union

NTEU Blue (as a spot or color build, see below),

NTEU
National Treasury Employees Union

black,

NTEU
National Treasury Employees Union

or reversed (white).

NTEU BLUE

Spot	Pantone 288
CMYK	100/88/27/19
RGB	30/55/108

NTEU Logo Usage for Member Only (non-public facing) Communications

The NTEU logo with logotype is the preferred brand mark for member (non-public facing) uses. The NTEU logo may not appear smaller than one inch wide and the logotype must be legible. For member (non-public facing) only situations where the logo is less than one inch wide, the logo may be used without the logotype.

One inch wide or larger

NTEU
National Treasury Employees Union

Less than one inch wide

NTEU

NTEU Chapter Co-Branding

For all NTEU Chapter co-branded communications, the NTEU logo with logotype must be used. Chapter identity must be centered below the logo in Times Bold and may not exceed the logo width.

NTEU
National Treasury Employees Union
Chapter 000

NTEU
National Treasury Employees Union
Chapter 000

Chapter Identity
Times Bold, Centered

Color Palette

Print PMS Colors

PMS 288

Print CMYK Colors
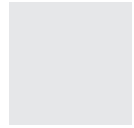
| 100/88/27/19 | 84/63/22/5 | 77/46/13/1 | 18/100/100/11 | 9/23/100/0 | 0/0/0/90 | 0/0/0/50 | 0/0/0/10 |

Print RGB Colors
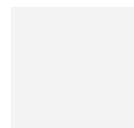
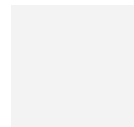| 30/55/108 | 59/96/142 | 67/124/173 | 186/0/0 | 236/192/18 | 51/51/51 | 117/109/86 | 243/243/243 |

Web Colors

| #1b3060 | #3b608e | #437cad | #ba0000 | #ecc012 | #333333 | #756d56 | #f3f3f3 |