



# NEMPAC

North End Music &  
Performing Arts Center

## BRAND GUIDELINES

*REBRAND 2022*

WHO WE ARE





# We are NEMPAC!

NEMPAC is a 501(c)(3) community music school and performing arts center empowering artists of all ages and abilities. Fueled by the belief that the arts are an expression of our shared humanity, NEMPAC enriches neighborhoods in the City of Boston with accessible, high-quality performances and programming.

## OUR HISTORY

In 2001, five North End mothers launched NEMPAC out of their homes to give their children the opportunity to pursue private music instruction. Over two decades later, NEMPAC continues to flourish at the intersection of arts education and professional performance.

## OUR PEOPLE

Our dedicated and diverse team of staff members, 45+ faculty, 11 board members, and Band of Volunteers are committed to bringing the arts to neighborhoods across Boston, so that every student, artist, and audience member has the opportunity to engage in high-quality music, theatre, and dance programs. We have a place for everyone at NEMPAC, and welcome all to get involved!





# Mission, Vision & Values

## MISSION

Rooted in Boston's North End, our mission is to enrich lives through accessible, exceptional music education and performing arts programs that embrace our vibrant, inclusive, and diverse communities.



## VISION

NEMPAC envisions dynamic Boston neighborhoods where music and performing arts fill the city with creativity, spark connections, and inspire us to be our best selves.

## VALUES

These are our core beliefs that we ensure are reflected in our programming, operations, partnerships, and board, staff, and other personnel:

**EXCELLENCE** - We strive for artistic and educational excellence.

**COLLABORATION** - We forge partnerships to cultivate inclusive community.

**EQUITY** - We champion diverse voices, create access, and eliminate barriers to participation in the arts.

**CREATIVITY** - We foster creativity and self-expression, while ensuring art has a home.

**LOVE** - Love is the core of who we are and all we do.





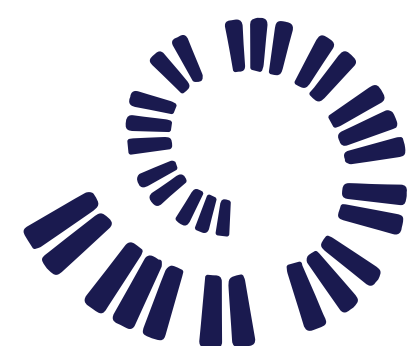
LOGO

# Mark Origins



## Anniversary Logo: Treble Clef & Circle

Intended to be used only during the year of NEMPAC’s 20th anniversary, this logo has been used consistently in 2021 & 2022 and created a high level of brand recognition based on the combination of symbol and colors.



## Black Piano Keys

Music  
Instruments  
Flow



## Dancer

Movement  
Self-Expression  
Performing



## Feather

Creativity  
Writing & Composing  
Theatre



## The NEMPAC Treble Clef

The iconography of this pictoral mark represents the different facets of NEMPAC’s programing including MUSIC, DANCE & MUSICAL THEATRE. The coloring conveys a strong sense of creativity, inclusivity, and vibrance. The open circle represents communities evolving around NEMPAC, but also openness for new members to join. Everybody is welcome at NEMPAC!

# Combination Mark

The combination mark consists of a symbol and a typeface. The typeface incorporates both the acronym *NEMPAC* and the full name of the organization. Use the combination mark as **standard logo** for both **online and print** contexts. Always choose the color variation that contrasts most with the background.

If neither color variation provides enough contrast, use the knockout color variation with the highest contrast instead (*see next page*).

combination mark *navy & color*



Please use the *knockout navy* or *knockout white* logo options over the *knockout black* color variation if possible!\*

The *gray scale* variation of the logo should be used in case of second-tier logo placements, e.g. website footers, print documents with imprints / credits, header & footer, fineprint, flip side of stationary, or b/w business documents.\*\*

combination mark *white & color*



combination mark *knockout navy*



\*combination mark *knockout black*



combination mark *knockout white*



\*\*combination mark *gray scale*





# Pictoral Mark

The pictoral mark consists of a symbol and an additional small typeface, the NEMPAC acronym, to ensure brand recognition. Due to its circular shape the pictoral mark works well in digital contexts (profile & **social media** account pictures, website buttons, icons, favicon) but can also be used as a **secondary logo** in addition to the standard combination mark in other contexts.

Please restrain from using the pictoral mark as a stand-alone logo (with the exception of social media accounts & content, favicons, or newsletter imagery).

Always chose the color variation that contrasts most with the background (*see examples below*). Please use the *knockout navy* or *knockout white* logo options over the *knockout black* color variation if possible!

pictoral mark *navy & color*



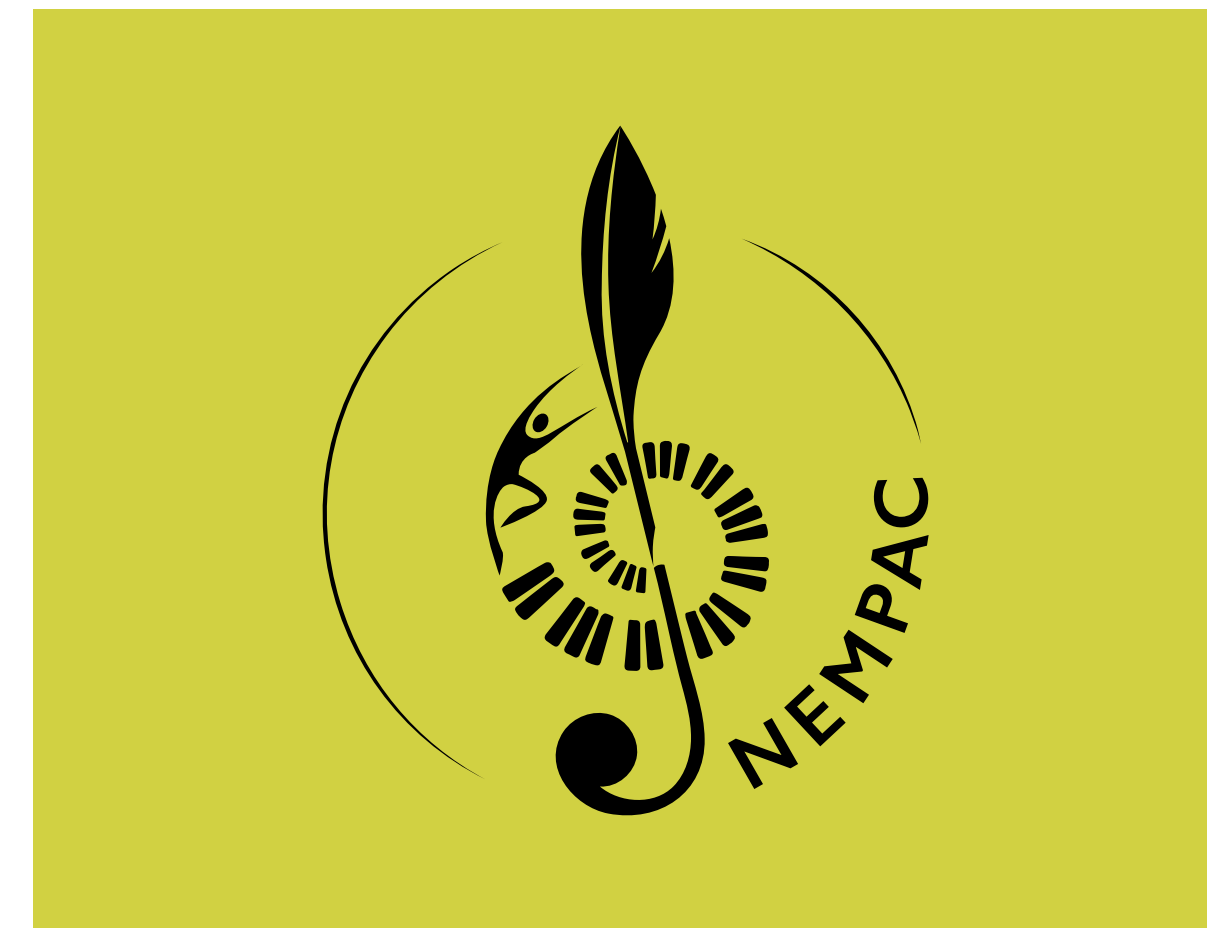
pictoral mark *knockout navy*



pictoral mark *knockout white*



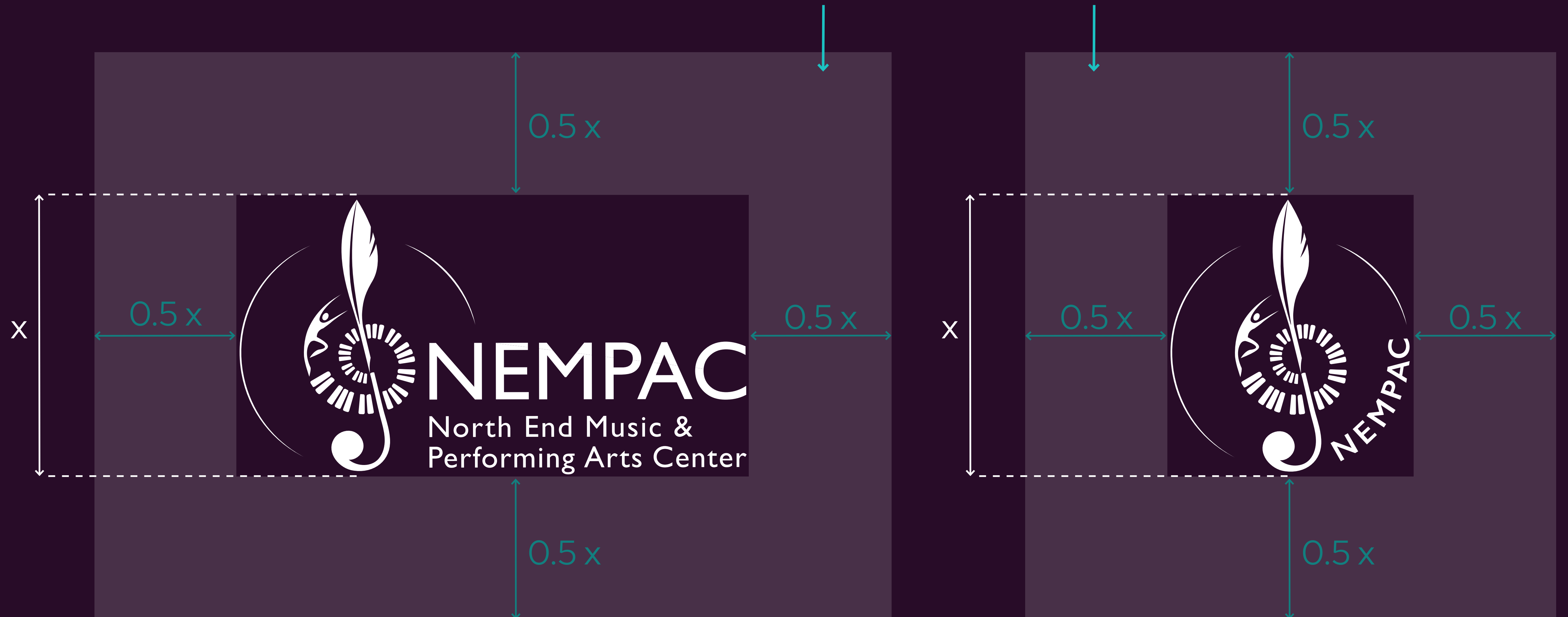
pictoral mark *knockout black*





# Spacing

## Minimum Clear Space









# Minimum Size

Observing minimum size guidelines will ensure that the logo is not too small to be legible or recognizable in digital or print formats. To protect legibility, the recommended minimum size of the **combination mark** should not be less than 150px in hight for web and 200px in hight for print. The size of the **pictoral mark** should not be less than 130px in hight for web and 160px in hight for print.

It is recommended to make the logo bigger than these minimum measurements whenever possible, however, make sure the size of the logo harmonizes with the other elements and overall design.

	combination mark	pictoral mark
web	 150px	 130px
print	 200px	 160px



The background is a dark navy blue with several overlapping, semi-transparent shapes in various shades of purple, magenta, and teal. These shapes are organic and flowing, creating a layered, abstract effect. The word "COLORS" is centered in a white, sans-serif font.

COLORS



# Color Palette

## Primary Colors:

Dark Navy (#10102d) should be the primary color for most designs with dark backgrounds and dark color fields underlying text, photos, and graphic elements. In addition, NEMPAC Navy (#1a1a4c) can be applied to backgrounds and graphic elements for more color variety if necessary. *NEMPAC Navy is also the main color of NEMPAC’s logo!*

The contrasting font colors for dark backgrounds should be Bright Slate (#e2e2ea) and Cotton White (#fbfbf9). Bright Slate and Cotton White should also be used as colors for designs with light backgrounds and large light color fields underlying text, photos, and graphic elements.

The contrasting font colors for light backgrounds should be Dark Slate (#1b1b1e) and Muted Slate (#404047).

Dark Navy	NEMPAC Navy	Dark Slate	Muted Slate	Bright Slate	Cotton White
#10102d	#1a1a4c	#1b1b1e	#404047	#e2e2ea	#fbfbf9

To give backgrounds and large color fields a sense of depth, a linear gradient Dark Navy to NEMPAC Navy can be applied (75% Dark Navy - 25% NEMPAC Navy).

For color accents, text highlighting, or small graphic elements (e.g.: buttons, lines & frames) shades of Lime, Teal, or Purple can be applied.

Vibrant Lime	Bright Lime	Vibrant Teal	Bright Teal	Vibrant Purple	Bright Purple
#999630	#d1d142	#127f7f	#1bc1c1	#8c2a8c	#b5359d

## Additional Colors:

To allow some variety in design, the darker shades of Lime, Teal, and Purple may be applied to backgrounds and larger dark graphic elements (e.g.: side bars, drop-down menus, navigation).

Dark Lime	Muted Lime	Dark Teal	Muted Teal	Dark Purple	Muted Purple
#28260e	#514e1a	#041e1e	#0a4c4c	#280c28	#481549









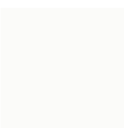
Bright Navy
#4c4ccc

To highlight hyperlinks within paragraphs, e.g. on the website or in NEMPAC’s newsletters and eblasts, please use Bright Navy.



# Brand Colors Overview

		RGB	CMYK	#
	Dark Navy	16/16/45	100/95/37/65	#10102d
	NEMPAC Navy	26/26/76	100/95/20/40	#1a1a4c
	Vibrant Navy	40/40/114	99/95/2/0	#282872
	Bright Navy	76/76/204	84/70/0/0	#4c4ccc
	Dark Purple	40/12/40	70/100/15/77	#280c28
	Muted Purple	72/21/73	65/100/16/44	#481549
	Vibrant Purple	140/42/140	53/95/5/0	#8c2a8c
	Bright Purple	181/53/157	32/91/0/0	#b5359d
	Dark Teal	4/30/30	95/52/60/79	#041e1e
	Muted Teal	10/76/76	90/25/50/50	#0a4c4c
	Vibrant Teal	18/127/127	86/18/46/12	#127f7f
	Bright Teal	27/193/193	77/0/37/0	#1bc1c1

		RGB	CMYK	#
	Dark Lime	40/38/14	40/36/75/88	#28260e
	Muted Lime	81/78/26	55/45/100/50	#514e1a
	Vibrant Lime	153/150/48	36/21/100/15	#999630
	Bright Lime	209/209/66	28/8/95/0	#d1d142
	Dark Slate	27/27/30	74/68/63/76	#1b1b1e
	Muted Slate	64/64/71	71/64/54/43	#404047
	Vibrant Slate	126/126/140	54/46/34/5	#7e7e8c
	Bright Slate	226/226/234	10/8/3/0	#e2e2ea
	Cotton White	251/251/249	1/0/1/0	#fbfbf9

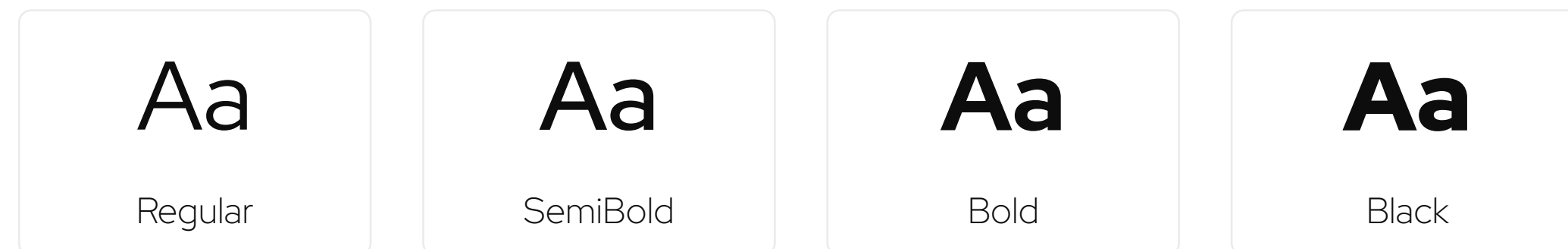
# TYPOGRAPHY



# Typography

Typeface: **Red Hat Display** (*sans serif*)

Whether for digital or print, this font should be the first choice for NEMPAC's communications.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

?!+[(.,;)]@\$#%^:\*/|.

**Headline (Red Hat Display Black, 14pt)**

*Subheadline (Red Hat Display SemiBold Italic, 12pt)*

**Chapter Title (Red Hat Display Bold, 11pt)**

Paragraph Headline (Red Hat Display SemiBold, 11pt)

Paragraph (Red Hat Display Regular, 11 pt) – Paragraphs or body copy should be formatted this way: Red Hat Display Regular in 11 pt. To fit more text, the font size can be reduced to 10.5pt or 10pt. Avoid smaller font sizes to ensure legibility.

**Button (Red Hat Display ExtraBold)**

**Link (Red Hat Display SemiBold, Bright Navy)**

---

Additional Typeface: **Georgia** (*serif*) – Recommended to make special paragraphs or quotes stand out in long body copy, or to be used for the newsletter.

Additional Typeface: **Madelyn** (*handwritten*) – Recommended for NEMPAC's slogan 'Empowering Artists of All Ages and Abilities' or other taglines..

# DESIGN EXAMPLES



# Design Examples



Winter Concert Series 2022/23  
**HERITAGE & IDENTITY**



Register Donate

Educational Programs Events Support Newsroom About

**EMPOWERING ARTISTS**




**#NEMPACBOSTON**  
**@NEMPACBOSTON**

**NEMPAC**  
North End Music & Performing Arts Center

**NEMPACBOSTON.ORG**

HERE AT NEMPAC WE

Nurture:  
Engagement,  
Manners,  
Positivity,  
Asking Questions &  
Community



*Sharing the Gift of Music*



**NEMPAC**  
North End Music & Performing Arts Center



**#NEMPACBOSTON**

**@NEMPACBOSTON**

**NEMPACBOSTON.ORG**

**NEMPAC**  
North End Music & Performing Arts Center



*empowering artists  
of all ages  
and abilities*

**follow us**  

**tag us** **@NEMPACBOSTON**

**visit us** **nempacboston.org**

**support us**  **@Nempac-Boston**

**#NEMPACBOSTON**







Design by Ingo Madel  
ingo.madel@gmail.com  
2022