WHO WE ARE

NEMPAC
North End Music & Performing Arts Center
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
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.
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.

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!
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)*.

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.**
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!
Spacing

Minimum Clear Space

NEMPAC
North End Music & Performing Arts Center
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 height for web and 200px in height for print. The size of the pictoral mark should not be less than 130px in height for web and 160px in height 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.
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).

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

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).

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).

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

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dark Navy</td>
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<td>100/95/37/65</td>
<td>#10102d</td>
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<tr>
<td>NEMPAC Navy</td>
<td>26/26/76</td>
<td>100/95/20/40</td>
<td>#1a1a4c</td>
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<tr>
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<td>99/95/2/0</td>
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<td>84/70/0/0</td>
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<td>70/100/15/77</td>
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<td>65/100/36/44</td>
<td>#481549</td>
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<td>53/95/5/0</td>
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<td>32/91/0/0</td>
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<td>90/25/50/50</td>
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<td>86/18/46/12</td>
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<tr>
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<table>
<thead>
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<tr>
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</tbody>
</table>
Typography
Typography

Typeface: **Red Hat Display** *(sans serif)*
Whether for digital or print, this font should be the first choice for NEMPAC’s communications.

<table>
<thead>
<tr>
<th>Aa</th>
<th>Aa</th>
<th>Aa</th>
<th>Aa</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>SemiBold</td>
<td>Bold</td>
<td>Black</td>
</tr>
</tbody>
</table>

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
Dear [name],

Last spring, twelve NEMPAC students shared the stage with Boston's Mayor Michelle Wu to perform "Somewhere Over the Rainbow" at NEMPAC’s Roaring 20th Anniversary Celebration. These young artists stepped into the spotlight, with Mayor Wu accompanying them on the grand piano, for an unforgettable experience in front of an audience of 350 community members.

Among the singers was nine-year-old Taylor Layne. After the performance, her mother reached out to us to say, "The experience last night will be one of those key formative moments in Taylor Layne's childhood that will last her the rest of her life. I cannot say thank you enough for giving her a chance to step out of her comfort zone and rise to the occasion. She was on cloud nine the rest of the night."

Every time you support NEMPAC, you help create formative experiences like these through music and the performing arts. Thank you for making these moments possible for students like Taylor Layne and the thousands of others we serve.

Our milestone event last year celebrated twenty years of NEMPAC bringing arts opportunities to the community. This giving season marks a new chapter, with our new visual identity and revised mission and core values.

As we step into the next phase of NEMPAC history, we do so with the belief that the arts help create a path towards greater equity and healing, and cultivate the cultural sensitivity that is so sorely needed in the face of today’s challenges.

We are deeply rooted in the local neighborhoods of Charlestown and the North End with thirteen programming sites, and we additionally present programs in venues and public parks across the City of Boston, such as the Boston Center for the Arts and The Rose Kennedy Greenway. Our continued growth is evidence of the demand for community arts, and the vital role that NEMPAC plays in meeting this need.