

2023

# Branding Guidelines

NEMRA

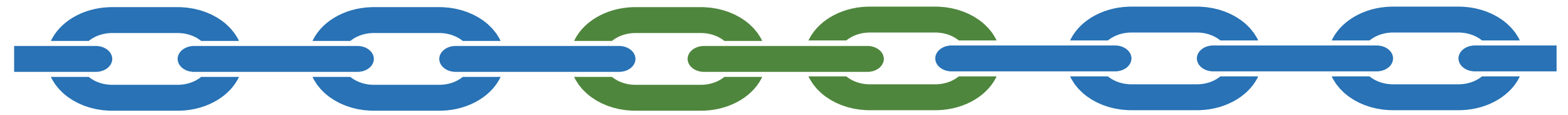
**Primary Logo**



NATIONAL ELECTRICAL MANUFACTURERS  
REPRESENTATIVES ASSOCIATION

## Sub Logos

NEMIRA

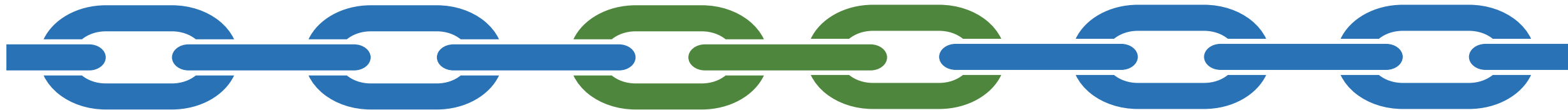


NEMIRA

**White Logo**

**NEMRA**

# The Logomark



# Typography

# Typography

## Primary Typeface

For use with logo or with certain display infographics.

REGULAR

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

# Typography

## Secondary Typeface

For use in print and web material.

Regular & **Bold**

# POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@£\$%^&\***



# Color Guide

# Color Values

<b>Primary</b>  <b>Blue</b> R46 G116 B182 C77 M38 Y04 K00 HEX #2f73b3	<b>Primary 2</b>  <b>GREEN</b> R80 G134 B61 C68 M21 Y87 K5 HEX #51863d		
<b>Secondary</b>  <b>Black</b> R0 G0 B0 C0 M0 Y0 K100 HEX #000000 PANTONE Black 7 C	<b>Grey</b>  R147 G149 B152 HEX #5A5A5A	<b>Light Grey</b>  R255 G111 B97 HEX #9A9A9A	<b>White</b>  R255 G255 B255 HEX #FFFFFF