

2023

Branding Guidelines

NEMRA

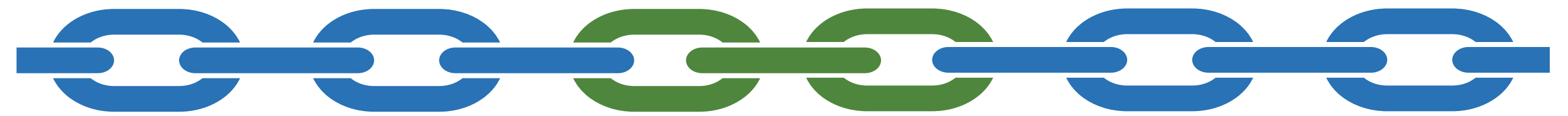
Primary Logo



NATIONAL ELECTRICAL MANUFACTURERS
REPRESENTATIVES ASSOCIATION

Sub Logos

NEMIRA

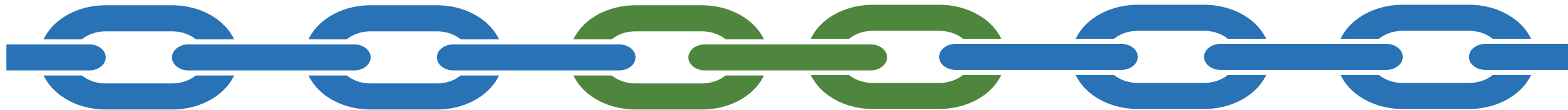


NEMIRA

White Logo

NEMIRA

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

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