

2024 NSC BRAND GUIDE



2024 NSC Brand Guide

Color Palette



Modal

H: 194 S: 78 B: 82
R: 45 G: 167 B: 211
C: 71 M: 16 Y: 7 K: 0
Hex: 2DA7D3



Druchii Violet

H: 295 S: 70 B: 54
R: 132 G: 41 B: 138
C: 58 M: 100 Y: 5 K: 0
Hex: 84298A



Chips Provencale

H: 60 S: 86 B: 88
R: 221 G: 226 B: 30
C: 17 M: 0 Y: 98 K: 0
Hex: DDE21E



Clear Brook

H: 184 S: 41 B: 60
R: 91 G: 149 B: 155
C: 67 M: 28 Y: 36 K: 1
Hex: 5B959B



Sea Loch

H: 213 S: 47 B: 81
R: 110 G: 153 B: 208
C: 58 M: 32 Y: 0 K: 0
Hex: 6E99D0



Lavender Purple

H: 282 S: 32 B: 70
R: 164 G: 122 B: 181
C: 37 M: 58 Y: 0 K: 0
Hex: A47AB5



Greenhorn

H: 88 S: 22 B: 79
R: 180 G: 203 B: 157
C: 31 M: 8 Y: 46 K: 0
Hex: B4CB9D



Kettleman

H: 59 S: 0 B: 38
R: 97 G: 97 B: 96
C: 61 M: 52 Y: 53 K: 23
Hex: 616160

2024 NSC Brand Guide

Logo - Horizontal

3D Logo



2D Logo



2024 NSC Brand Guide

Logo - Stacked



Typography

HEADER FONT

**Museo Sans-
700**

700 - Aa Bb Cc Dd Ee Ff

H1: 18 pt.
Color: #84298A

H2: 14 pt.
Color: #2DA7D3

PARAGRAPH FONT

**Poppins –
Light**

Light – Aa Bb Cc Dd Ee Ff

font size: 10 pt.

Color: #616160

2024 NSC Brand Guide

Examples



NIC
2024 SPRING
CONFERENCE
Care & Housing for Older Adults
Dallas, TX | March 5 - 7

Network with C-suite
Attend sessions such as the "Next Generation Consumer"
(including Active Adult)

REGISTER NOW



NIC
2024 SPRING
CONFERENCE
Care & Housing for Older Adults

I'm Attending



NIC 2024 SPRING
CONFERENCE
Care & Housing for Older Adults

REGISTER

Register by 12/21/22 to Save With Early Bird Rates



NIC
2024 SPRING
CONFERENCE
Care & Housing for Older Adults

I'm Attending

Dallas, TX | March 5 - 7

2024 NSC Brand Guide

Examples



NIC 2024
CONFERENCE
Care & Housing for Older Adults

Smart Technology Isn't
Everything. Believe Me,
I'm an Apple Inventor

-DHAVAL PATEL,
CEO, Lotus Labs



Dallas, TX | March 5 - 7

NIC
2024 SPRING
CONFERENCE
Care & Housing for Older Adults

REGISTER TODAY!



NIC
2024 SPRING
CONFERENCE
Care & Housing for Older Adults

Dallas, TX | March 5-7



NIC 2024 SPRING
CONFERENCE
Care & Housing for Older Adults

MARCH 5 - 7, 2024 | DALLAS, TX
OMNI DALLAS HOTEL

Registration Opens Nov. 11
Early Bird Rates End Dec. 10
Save up to \$700

REGISTER

2024 NSC Brand Guide

Examples



The logo for the NIC 2024 Spring Conference. It features a circular icon on the left, divided into three segments: purple, yellow, and blue. To the right of the icon, the letters "NIC" are written in a large, bold, purple sans-serif font. Below "NIC", the words "2024 SPRING" are written in a smaller, blue sans-serif font, and "CONFERENCE" is written in a larger, purple sans-serif font. Underneath the main text, the subtitle "Care & Housing for Older Adults" is written in a smaller, purple sans-serif font.

NIC
2024 SPRING
CONFERENCE
Care & Housing for Older Adults

