ABOUT OUR GUIDELINES

The National Diversity Council is rooted in its history, vision and mission in the new diverse landscape of the world. Given this strong foundation, the National Diversity Council has the opportunity to portray itself in a way that not only leverages its heritage, but also embraces its underlying focus and evolving ambition.

Please view our brand guide to learn our brand identity. This brand guide serves as a key document that will help outside organizations communicate a consistent, on-brand message to our audience. Having this document to reference for expected standards will make the lives of our designers, writers, and developers much easier and give a solid framework to use as a starting point for work. Brand guides can support marketing initiatives by ensuring that all messaging is relevant and related to our brand’s goals. Referencing this brand guide ensures that our content distinguishes itself from possible competitors, and is cohesive. This brand solidarity is important because it helps establish a strong brand voice that resonates with our audience, which is essential for building brand awareness. Over time, awareness and consistency build trust.
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WHAT IS THE NATIONAL DIVERSITY COUNCIL

HISTORY

The National Diversity Council is the first non-profit organization to bring together the private, public and non-profit sectors to discuss the many dimensions and benefits of a multicultural environment. Since the launch in 2008, the NDC is a forerunner of community-based, national organizations that champion diversity, equity and inclusion across the country. It is currently made up of state and regional councils.

VISION

The vision of the National Diversity Council is to advance diversity, equity and inclusion by transforming our workplaces and communities into inclusive environments where individuals are valued for their talents and empowered to reach their fullest potential.

MISSION

The mission of the National Diversity Council is to be both a resource and an advocate for the value of diversity, equity and inclusion. The NDC serves as the umbrella organization to support our statewide and regional affiliates, which foster an understanding of diversity and inclusion as a dynamic strategy for business success and community well-being through various initiatives.
THE NDC LOGO

The NDC logo is the most visible and recognizable element of our identity. The complete NDC logo consists of the symbol (circular swirl icon) and the wordmark (text). The full color NDC logo should only be used on white or very light backgrounds. For any other background the monochrome versions of the logo should be used. To obtain the logo artwork, download it from our branding drive or email our graphics team at ndcgfx@nationaldiversitycouncil.org. NDC logos have been prepared as digital art. Do not attempt to recreate a logo.

Full color on white background

![Full color on white background](image1)

Full color on light background

![Full color on light background](image2)

White on single color background

![White on single color background](image3)

Black color on single color background

![Black color on single color background](image4)
THE SYMBOL

In cases when the NDC brand has already been established we simply use the icon on its own. While the symbol can exist without the wordmark, the wordmark should never exist without the symbol.

Full color on white background

Full color on light background

White on single color background

Black color on single color background
THE NDC STACKED LOGO

The NDC logo is the most visible and recognizable element of our identity. The Stacked NDC logo should only be used on when spacing is limited. To obtain the logo artwork, download it from our branding drive or email our graphics team at ndcgfx@nationaldiversitycouncil.org. NDC logos have been prepared as digital art. Do not attempt to recreate a logo.

- Full color on white background
- Full color on light background
- White on single color background
- Black color on single color background
Maintain an appropriate amount of clear space around the logo, free of competing visual elements. The space labeled "X" represents the largest circle in the symbol scaled up by a factor of 2. The clear space is about 0.25 inches/3px when the logo is scaled to 1 inch/95px.

NATIONAL DIVERSITY COUNCIL
An inclusive community, a better nation
MINIMUM LOGO SIZE

To maintain full legibility, please follow the required minimum scaling preferences. Never reproduce the logo at heights smaller than what is laid out below. There is no maximum size limit, but use discretion when sizing the logo. If the space available is unaccommodating to the full size logo use just the symbol.

Minimum height print

0.50 inches

Minimum height digital

48 pixels

72 pixels
LOGO MISUSE

In an effort to preserve its integrity as a trademark and build a strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo. These rules also apply to the other logo artwork associated with the brand.

Do not stretch

Do not use logo in low resolution

Do not alter the typeface or symbol

Do not add drop shadows, glows, or other effects

Do not add other graphic elements

Do not add unapproved descriptive elements

ndcgfx@nationaldiversitycouncil.org
The color palette is divided into two categories, primary and secondary. The primary palette should be dominant in all visual communications. The secondary palette provides flexibility to the system and allows a broader range of expression. Consistent usage will enhance the visual presentation of the brand across all expressions.

Primary Color Palette

Secondary Color Palette
# COLOR BREAKDOWN

The below color breakdowns are intended to inform print, web design, and production. PMS and CMYK guidelines are for print products. RGB and HEX guidelines are for digital products.

<table>
<thead>
<tr>
<th>PMS</th>
<th>RGB (Digital)</th>
<th>CMYK (Print)</th>
<th>HEX (Web)</th>
</tr>
</thead>
<tbody>
<tr>
<td>362</td>
<td>83/146/179</td>
<td>72/22/89/6</td>
<td>53924f</td>
</tr>
<tr>
<td>113-8</td>
<td>0/123/18</td>
<td>100/18/0/23</td>
<td>0075bf</td>
</tr>
<tr>
<td>179-15</td>
<td>51/49/50</td>
<td>0/0/0/95</td>
<td>333132</td>
</tr>
<tr>
<td>0</td>
<td>00/00/00</td>
<td>00/00/00/00</td>
<td>fffffff</td>
</tr>
<tr>
<td>14-8</td>
<td>251/173/24</td>
<td>0/36/100/0</td>
<td>fbad18</td>
</tr>
<tr>
<td>125-6</td>
<td>0/156/158</td>
<td>77/0/32/19</td>
<td>009c9e</td>
</tr>
<tr>
<td>45-8</td>
<td>239/62/45</td>
<td>0/91/92/0</td>
<td>ef3e2d</td>
</tr>
</tbody>
</table>
PRIMARY TYPE FAMILY

Helvetica Neue is the NDC primary type family and should be used whenever possible to communicate key brand messages in headlines and display copy. It is available in multiple weights, complete with italics, but please narrow use to “Regular” through “Bold” for most instances.

**Helvetic Neue Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?&%$-,;:)
```

**Helvetic Neue Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?&%$-,;:)
```

**Helvetic Neue Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?&%$-,;:)
```
SECONDARY TYPE FAMILY

Arial is an alternate typeface when Source Sans is not available or embeddable, such as when distributing Power Point, Keynote or Word templates.

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?$%^&-,;:)

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?$%^&-,;:)

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?$%^&-,;:)

ndcgfx@nationaldiversitycouncil.org
LOGO TYPE FAMILY

This is the typeface used to create The NDC logo.

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?&%$-.,;:)

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?&%$-.,;:)

Header Text Weight

Sub Header Text Weight
The typefaces chosen offer quite a bit of flexibility, so stick with them. Use ample line height and paragraph spacing for easily scannable copy. Refer to the character preferences to keep the brand writing looking cohesive.

The National Voice for Diversity

The National Diversity Council is the first non-profit organization to bring together the private, public and non-profit sectors to discuss the many dimensions and benefits of a multicultural environment. The success of the Texas Diversity Council, founded in 2004, served as a catalyst for the National Diversity Council, launched in the fall of 2008. The NDC is a forerunner of community-based, national organizations that champion diversity, equity and inclusion across the country. It is currently made up of state and regional councils.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

- Velputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero.

- Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

**Header Text:** Helvetivca Regular, Black 75% Opacity  
**Font Size:** 12 - 14pt  
**Tracking:** 0 - 5pt / 0 - 7px  
**Leading:** 16 - 20pt / 22 - 26px

**Body copy:** Helvetivca Regular, Black 70% Opacity  
**Font Size:** 12 - 14pt  
**Tracking:** 0 - 5pt / 0 - 7px  
**Leading:** 16 - 20pt / 22 - 26px

ndcgfx@nationaldiversitycouncil.org
STATE COUNCIL, PROGRAM, & INITIATIVES LOGOS
STATE COUNCILS LOGOS

Each NDC state council logo consists of the symbol (circular swirl icon), solid silhouette of the state, and the wordmark (text). The full color state council logos should only be used on white or very light backgrounds. For any other background the monochrome versions of the logos should be used. To obtain all versions of the logo artwork, download it from our branding drive or email our graphics team at ndcgfx@nationaldiversitycouncil.org. The state council logos have been prepared as digital art. Do not attempt to recreate or alter the logos.
PROGRAM & INITIATIVES LOGOS

CLWE
COUNCIL FOR LATINO WORKPLACE EQUITY

GLOBAL DIVERSITY COUNCIL
Initiative of the National Diversity Council

HEALTHCARE DIVERSITY COUNCIL
Creating an Inclusive Environment of Care

COALITION FOR
RACIAL JUSTICE & EQUITY

National
BMLS
Black Men in Leadership Summit

WILS
WOMEN IN LEADERSHIP SYMPOSIUM

NATIONAL DIVERSITY COUNCIL
Emerging Leaders Program

NDC CERTIFICATION PROGRAM

NDC ERG ACADEMY

NDC TOOLKIT

NDC VIRTUAL SUITE

Young Women’s LEADERSHIP LUNCHEON
Event photography is vital to the NDC business model. Beautifully capturing events that NDC puts on needs to have a focused approach each and every time. A shot list will be given to future photographers to provide them with direction.

Anything unique to the event that has branding on it should be photographed. This includes signs, programs, gift bags and related collateral. They are essential pieces of the event story that should be captured. Some of these might be related to sponsor shots, or they may simply serve as memorabilia or archival shots. Either way, be sure to get photos all kinds of event collateral.

Odds are lots of planning and money went into how the event is structured and set up. Capture photos of the exterior and interior of the event space. Focus on parts of the venue that have been transformed specifically for the event, such as a red carpet with a photo backdrop.

Most events have at least one corporate sponsor who donated money, products, or services. It’s essential to capture images of the sponsor donations in action. Whether it’s a product with sponsor branding on it or a service with sponsorship signage, capture it by itself and with attendees interacting with it. Also include photos of attendees at sponsor tables and shots of the exhibitions tables.

Capture a wide variety of candid shots that illustrate the vibe of the event. Get photos of people interacting with booths and vendors, sampling products or services, and having a good time with each other. Close up shots are great, but also include wide angle shots to show the size and scope of the event. If you can, try to arrange access to a higher vantage point.

More often than not, a VIP will attend the event, and his or her presence needs to be documented. Be sure to ask the client for a full list of VIPs or special guests, and also don’t be afraid to enlist their help in pointing the guests out on site. Not many CEOs or corporate VIPs will be easily identifiable. Try to get a mix of candid shots and posed portraits, preferably with event or client branding in the photo as well.

If there will be any special speakers or panelists, be positioned to photograph them as they’re speaking. Get a variety of photos: wide-angle, close-up and from the left and right. Also, seek out the speakers when they’re not on stage to get posed solo shots, and photos of them interacting with attendees.

Many events will feature an award being handed out. If this is the case, provide photographer with a list detailing when and where this will take place, and emphasize that they are to be sure to be there on time. Photographer should capture candid photos of the recipient receiving the award, and posed photos of the recipient holding the award and looking at the camera.

If there is a speaker, there is an audience. Photographer should train their camera on the audience and look out for moments that garner a powerful reaction. Get as many photos as possible of the audience looking interested and engaged. This is often best done during audience Q&A's.

During event breaks or a post-event happy hour, attendees will naturally interact with each other. Photographer should capture photos of networking as much as possible. The business card exchange is always an important moment to shoot.
Whenever an event photographer is hired, it is important that we supply them with a shot list. In essence, a shot list details all the essential moments or things that absolutely need to be photographed.

**Why is a Shot List Important?**
A shot list is like a checklist for photographers. Without a shot list, a photographer is may be likely to shoot blindly and not capture all of the essential images that we need. A shot list is also important because it helps the photographer get a sense of what event photography equipment to include.

**Reasons why event photos are needed:**
- Sponsors want to see how their investment paid off
- Photos for internal use (NDC emails, marketing, social media, and promos)
- Future marketing of the same event
- Event programers need setup and event photos in their report recaps
- Media and publicists want photos of the event for promotions
- Attendees want to see photo recaps

**Include a Run of Show**
A run of show is a timeline of scheduled events. It generally includes a time, location, and brief description of the event. It’s similar to the event program that attendees receive but differs in that the run of show generally includes production notes. These extra details help the photographer know when and where to be before important events take place. Provide the photographer with the agenda and map of the venue the night before.

**1. Details**
Anything unique to the event that has branding on it should be photographed. This includes signs, programs, gift bags and related collateral. They are essential pieces of the event story that should be captured. Some of these might be related to sponsor shots, or they may simply serve as memorabilia or archival shots. Either way, be sure to get photos all kinds of event collateral.

Intended use: these photos help the client tell the story of the event to any higher ups or sponsors.

**2. Venue Photos**
Odds are lots of planning and money went into how the event is structured and set up. Capture photos of the exterior and interior of the event space. Focus on parts of the venue that have been transformed specifically for the event, such as a red carpet with a photo backdrop, or trade show booths with vendors. Always take a “before” shot before attendees arrive, and take a shot during the event when the venue is as full as possible. Also, try to get a photo of the venue with a long line of attendees waiting to get inside. Finally, don’t forget a big group photo of the event staff before the action begins, and as they’re working.

Intended Use: Venue photos are great for event recaps showing how the event space is setup. Pre-event shots are also a good time for the photographer to arrive early and get acquainted with the...
venue before attendees show up. Set arrival time and departure time so photographer doesn’t arrive late or leave too early. If the event starts at 8:30AM, the photographer will need to be there earlier.

3. Sponsor shots
Most events have at least one corporate sponsor who donated money, products, or services. It’s essential to capture images of the sponsor donations in action. Whether it’s a product with sponsor branding on it or a service with sponsorship signage, capture it by itself and with attendees interacting with it. Also include photos of attendees at sponsor tables and shots of the exhibitions tables.

Intended Use: These shots will be valuable to the event’s marketing team who will later be able to show the sponsor how worthwhile their donation was. For photographers, sponsor shots are also a great networking opportunity.

4. Happy Attendees
Capture a wide variety of candid shots that illustrate the vibe of the event. Get photos of people interacting with booths and vendors, sampling products or services, and having a good time with each other. Close up shots are great, but also include wide angle shots to show the size and scope of the event. If you can, try to arrange access to a higher vantage point.

Photographer should be comfortable with approaching people at the event and asking them to pose for photos. Event attendees are often more than happy to pose for a group photo. These images may not feel creative from a photography standpoint, but we love posed photos of people enjoying their event.

Intended Use: Visually show attendees having fun and enjoying themselves. These images portray a positive and exciting event and can be used for promoting the next event.

5. Keynote Speakers, VIPs, and Special Guests
More often than not, a VIP will attend the event, and his or her presence needs to be documented. Be sure to ask the client for a full list of VIPs or special guests, and also don’t be afraid to enlist their help in pointing the guests out on site. Not many CEOs or corporate VIPs will be easily identifiable. Try to get a mix of candid shots and posed portraits, preferably with event or client branding in the photo as well.

Intended Use: Shots of VIPs are needed for event coordinators to show their attendance, as well as for press releases or news stories that recap event highlights.

6. Speakers and Panelists
If there will be any special speakers or panelists, be positioned to photograph them as they’re speaking. Get a variety of photos: wide-angle, close-up and from the left and right. Also, seek out the speakers when they’re not on stage to get posed solo shots, and photos of them interacting with attendees.

Intended Use: Think of speakers and panelists just like they are VIPs (oftentimes, they will be!).

7. Award Winners
Many events will feature an award being handed out. If this is the case, provide photographer with a list detailing when and where this will take place, and emphasize that they are to be sure to be there.
on time. Photographer should capture candid photos of the recipient receiving the award, and posed photos of the recipient holding the award and looking at the camera.

Intended Use: Similar to VIPs, photos of award winners are important for internal use and marketing.

8. Audience
If there is a speaker, there is an audience. Photographer should train their camera on the audience and look out for moments that garner a powerful reaction. Get as many photos as possible of the audience looking interested and engaged. This is often best done during audience Q&As, if on the agenda. Provide agenda to photographer the night before so they can prepare before they get to the event.

Intended Use: Audience photos can be tricky to capture, but they are essential for illustrating that the event was well-attended.

9. Networking
During event breaks or a post-event happy hour, attendees will naturally interact with each other. Photographer should capture photos of networking as much as possible. The business card exchange is always an important moment to shoot.

Intended Use: Networking photos are akin to happy attendee photos. They show that the event was enjoyed. They are valuable for future event promotion, and possible press releases if a celebrity was there.

Exchange contact information with the photographer in case either of you have any questions or concerns during the event.

Communicate with the photographer the appropriate dress code for the event.

Video, Attendee interviews and comments
If you will be hiring a videographer or if the photographer can do video, contact the Communications Department for a list of interview, or open ended questions to help attendees provide feedback on their thoughts about or experience at the event. Also list the amount of interviews they should conduct and how long each one should be.

Intended use: Short clips of guests or exciting moments at the conference are a great way to increase online engagement.
EVENT PHOTOGRAPHY EXAMPLES
PANEL PHOTOGRAPHY EXAMPLES
STOCK PHOTOGRAPHY
BEST PRACTICES

Don’t use overly staged imagery.

Do use natural images of diverse individuals in what look and feel like real world, contemporary work environments.
Don’t use 3D, vector based or infographic images that are not created in house or approved by the creative team.
Don’t use headshots or portraits of individuals that look retro, awkwardly composed or unflattering.

Do use headshots or portraits of individuals that look believable, contemporary, and stylish.

STOCK PHOTOGRAPHY BEST PRACTICES
Examples of good stock photography

STOCK PHOTOGRAPHY BEST PRACTICES
ndcgfx@nationaldiversitycouncil.org
STATIONERY
LANGUAGE GLOSSARY
PROGRAMMING AND STRATEGIC SERVICES TERMS

BMIL: Black Men in Leadership
CLWE: Council for Latino Workplace Equity
NDCCDP: NDC Certified Diversity Program
NDC: National Diversity Council
WILS: Women in Leadership Symposium
YWLL: Young Women Leadership Luncheon
MULTICULTURAL TERMS

**African - American:** When referring to the African-American audience please use these terms; Black and African-American

**Asian:** When referring to the Asian audience please use the term AANAPI (Asian American, Native Hawaiian, and Pacific Islander)

**Hispanic:** When referring to people who speak Spanish or are descended from Spanish-speaking populations

**Latin, Latino, Latina:** When referring to people who are from or descended from people from Latin America. Refrain from using the term “LatinX” and “Brown people”.

**LGBTQ+:** The NDC uses the abbreviation LGBTQ+ to recognize Lesbian, gay, bisexual, transgender, queer, and asexual.

**Native American:** When referring to the Native American audience please use these terms; Native American, Indigenous People, and Native. Refrain from using the term “Indian”.

**Minority Groups/People of Color:** Use “diverse communities” or “underrepresented groups”

**Pronouns:** A word that can function by itself as a noun phrase and that refers either to the participants in the discourse or to someone or something mentioned elsewhere in the discourse.
- She / Her / Hers
- He / Him / His
- They / Them / Theirs
- Ze / Hir / Hirs
- Ze / Zir / Zirs
- Xe / Xem / Xyrs

**Transgender:** Refrain for using the term “trans”.

ndcgfx@nationaldiversitycouncil.org
CONTACT US

If you have any questions please contact the Communications Director or The Graphic Design Team at ndcgfx@nationaldiversitycouncil.org

M-F 8:00AM -5:00PM (Central)

281.975.0626, ext. 113