

BRAND GUIDELINES



**ENRICH
ENCOURAGE
EXPLORE
UNITE
INSPIRE
ENGAGE**

The mission of Nevada Humanities is to use the traditions and tools of the humanities to build a more engaged citizenry. As Nevada's nonprofit council affiliate of the National Endowment for the Humanities, Nevada Humanities serves the state from its offices in Reno and Las Vegas by creating public programs and supporting projects statewide that define the Nevada experience, feature local culture and heritage, encourage intellectual curiosity, and facilitate the exploration of issues that matter to Nevadans and their communities.

LOGOTYPE

Our logo is a great asset and we are proud of what it represents. Our hand symbolizes Petroglyphs found in Nevada, North America's Oldest Known Petroglyphs. Ancient North Americans gouged elaborate rock art into a heap of big boulders northeast of Reno, Nev., more than 10,000 years ago and perhaps 15,000 years ago. That makes the carvings the oldest known petroglyphs on the continent.

To preserve the integrity of our logo please do not stretch or squish.

In order to maximize visual presence, please leave a minimum surrounding area of .25" inches (1/4 inch) around logo.

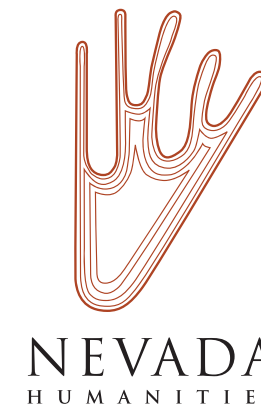


LOGOTYPE

Other approved uses



Vertical version



Avenir

Humanities

Avenir Heavy All Caps

HEADLINES

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir Book

Body Copy

Avenir Heavy

Quotes/pull outs

COLOR PALLET

Our Primary Color

c22 m84 y100 k14



Secondary Brick Color

PMS 1675

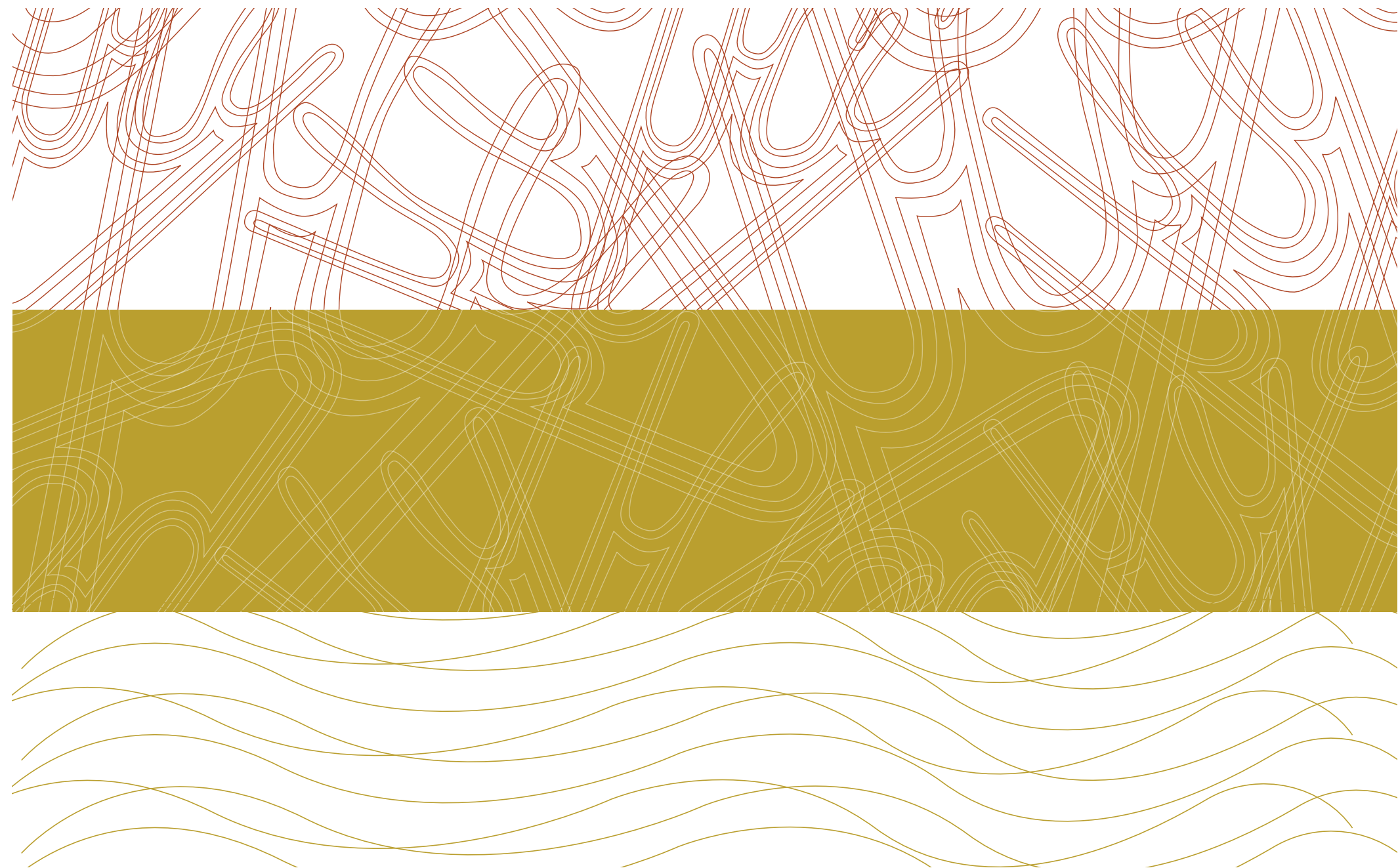


Secondary/Accent Color

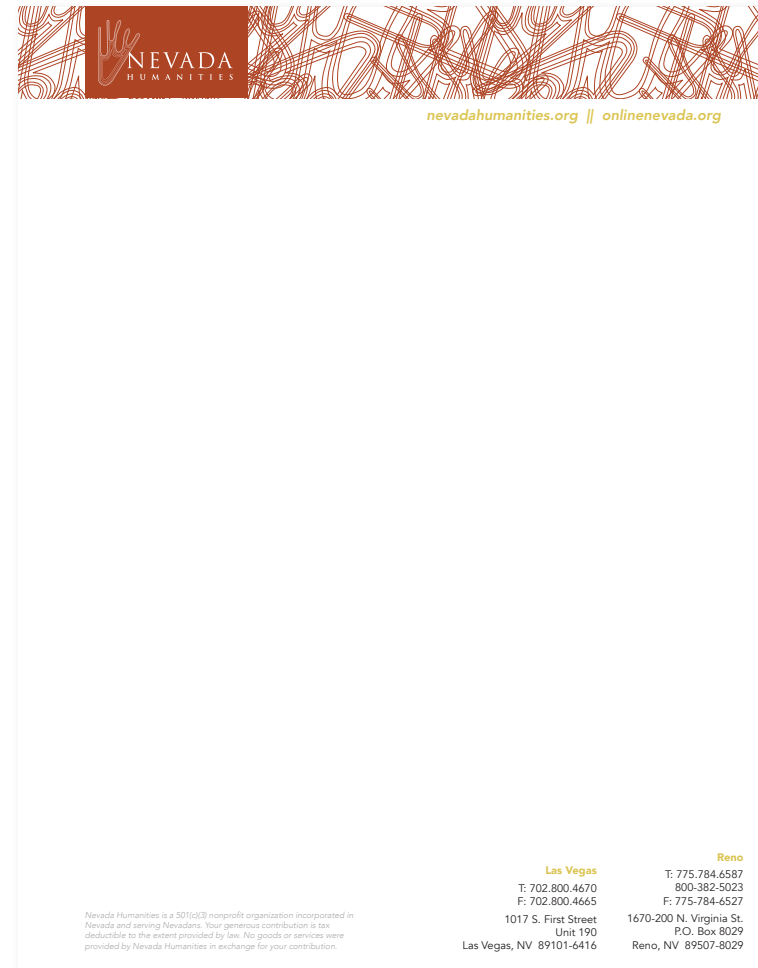
PMS 457
c30 m33 y100 k3



TEXTURE



STATIONERY



Nevada Humanities produces and supports dynamic educational and cultural programs that **ENRICH** our lives and **ENCOURAGE** us to **EXPLORE** challenging ideas. Nevada Humanities **UNITES** us through our history and heritage. Nevada Humanities **INSPIRES** us to **ENGAGE** in our communities and with each other.



NEVADA
HUMANITIES