



BRAND GUIDELINES



UPDATE - SUMMER 2023

VISION

To solve America's historic racial and socio-economic wealth, income and opportunity divides. This vision is the foundation of the [Just Economy Pledge](#).

MISSION

Make a Just Economy a national priority and a local reality.

ABOUT NCRC

The National Community Reinvestment Coalition is a network of organizations and individuals dedicated to creating a nation that not only promises but delivers opportunities for all Americans to **build wealth and live well**. Learn more at ncrc.org.

MEDIUM VERSION

The National Community Reinvestment Coalition is a network of organizations and individuals dedicated to creating a nation that not only promises but *delivers* opportunities for all Americans to **build wealth and live well**. We work with community leaders,

policymakers and institutions to **advance solutions** and **build the will** to solve America's persistent racial and socio-economic wealth, income and **opportunity divides**, and to **make a Just Economy a national priority and a local reality**. Learn more at ncrc.org.

FULL / WEB VERSION

The National Community Reinvestment Coalition is a network of organizations and individuals dedicated to creating a nation that not only promises but *delivers* opportunities for all Americans to **build wealth and live well**.

We work with community leaders, policymakers and institutions to **advance solutions** and **build the will** to solve America's persistent racial and socio-economic wealth, income and **opportunity divides**, and to **make a Just Economy a national priority**

and a local reality. This vision is the foundation of the [Just Economy Pledge](#).

NCRC's unique mix of research, investigations, investments, media, grant-making, training, advocacy, litigation, lending, convening and facilitation **strengthens communities of historic disinvestment**, expands economic mobility, **holds public and private institutions accountable** for their impacts, and **informs local and national leaders**, policymakers and the private sector. Learn more at ncrc.org.

LOGO

- Logo type that clearly states the name of the organization
- The logo mark that represents the economic growth that our organization fosters and the cornerstone of a just society.

GUIDANCE:

- The preferred standard is Black; color variants can be used, depending on the situation
- A combination of the logotype + wave graphic. They should be used together.
- In some cases, the logo may be used without the name.



REVERSE LOGO

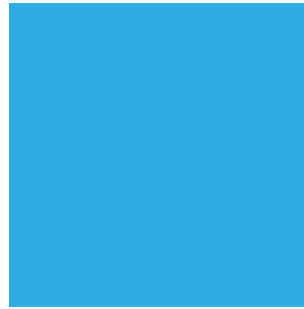
Where possible, the logo should be reproduced in its preferred format.

In situations where a knockout logo is more appropriate or in a limited color situation, other variations may be employed.

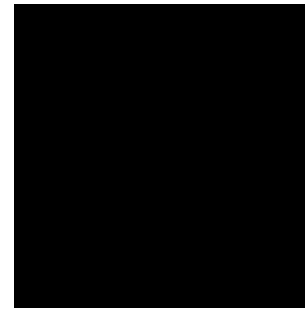


COLOR PALETTE

Using a consistent color approach helps define the brand and build recognition with our audiences



#2fade3
47, 173, 227
79, 24, 0, 11



#000000
0, 0, 0
60, 60, 40, 100



#e82e2e
232 46 46
0, 80, 80, 9



#552d87
85, 45, 135
37, 67, 0, 47



#eb2f89
235, 47, 137
0, 80, 42, 8



#034ea0
3, 78, 160
98, 51, 0, 37



#818390
129, 131, 144
10, 9, 0, 44



#ffc23a
255, 194, 58
0, 24, 77, 0

TYPOGRAPHY

For headlines and display type, the preferred font is Helvetica Neue Condensed and Helvetica Neue Extended

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

**AbBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**