

A GUIDE TO USING THE NFCA LOGO

The NFCA logo is an integral part of the National Fastpitch Coaches Association's identity. The accurate use of this trademarked item is critical to making sure the Association is always shown in the proper light.

Please follow the usage guidelines presented here. The main NFCA logo with no type below it (shown at right) should be your first choice for use, followed by the secondary logo with the wording included.

In certain special circumstances, the trademarked abbreviations shown are appropriate to use. If you have any questions about proper logo usage, please contact NFCA Director of Publications Dave Hines at (502) 409-4600 or via email at dave@nfca.org.



Primary NFCA logo



NATIONAL FASTPITCH
COACHES ASSOCIATION

NFCA alternate logo
for use in limited
instances

ALWAYS maintain the height and width proportions of the logos and wordmarks. Distortion of the proper dimensions is grounds for the NFCA to immediately ask for removal from use online or in print publications.



NFCA wordmarks



NOTE: Minimum clearance space around the logo and any adjacent text or graphical elements should match the height of the letters in "NFCA"

PROPER NFCA COLORS

Proper color usage is also critical to maintaining the NFCA's identity. In the same way the size proportions need to be maintained, so too do the official colors of blue, orange and khaki.

Color formulas are provided for printing on coated and uncoated papers with either Pantone Matching System (PMS) or process color (CMYK). When using PMS swatches, the tint of the khaki used immediately behind the pitcher and immediately behind "NFCA" is 50 percent of the swatch, and the tint of the khaki used in the detailing of the pitcher is 20 percent of the swatch.

Apparel vendors should match threads to the PMS formulas as closely as possible.

Single-color and grayscale versions of the NFCA logo are available upon request.

PMS coated	7469	471	7501	50% 7501	20% 7501
PMS uncoated	7469	471	7501	50% 7501	20% 7501
CMYK	100c 20m 0y 45k	0c 59m 100y 18k	0c 10m 30y 10k	0c 5m 15y 5k	0c 1m 4y 1k
Web	004964	b15c11	e8d4a3	f6eedd	fbf7ef
Grayscale	100% black	20% black	0% black		