Brand Guidelines (Highlights Version)
ABOUT THE COMPANY

NFTE Mission: NFTE ignites the entrepreneurial mindset with unique learning experiences that empower all students to own their futures.
NFTE Rallying Cry: Inclusive entrepreneurship education leads to more equitable access to economic opportunity.
Network for Teaching Entrepreneurship (NFTE) is a global nonprofit that activates the entrepreneurial mindset and builds startup skills in young people from under-resourced communities. Reaching more than 100,000 middle and high school students annually, NFTE works with schools and community partners in 25 states across the U.S. and 10 countries around the world. Leveraging classroom teachers and volunteers from top-tier companies, NFTE's research-based model teaches students how to identify a business opportunity and launch a business; helps them learn about the range of jobs and occupations available to them; and develops their "entrepreneurial mindset" — a set of skills including creativity, adaptability, communication, and collaboration that leads to success in any career. Since 1987, NFTE has educated 1.2 million young people worldwide, helping thousands launch businesses of all sizes. Learn more at nfte.com.
NFTE Brand Guidelines:

- Focus on students
- Tell a high-impact story in a simple but vibrant way
- Create a clear communications framework
- Convey the emotional experience
- Don't over-complicate
Brand Elements and Guidelines
BRAND ELEMENTS

NFTE Logo

NFTE Logo Mark

NFTE Logo Lockup

Graphic Elements

Pattern

Typography

FOR PRINT DESIGN: CIRCULAR

The Entrepreneurial Mindset

FOR OFFICE USE: ARIAL

The Entrepreneurial Mindset

Primary Color Palette

Photography

NFTE Brand Guidelines
The NFTE Logo vs The Logo Lockup

NFTE opens up many pathways for everyone involved. The upward arrow of the brand mark symbolizes the upward journey for the students, teachers, and alumni who are the heart of the NFTE community. The letters of the logotype are kerned tightly, showing the power of community and coming together to work towards a common goal.

The NFTE logo lockup shown on the right, which includes the “Network for Teaching Entrepreneurship” below the brand mark, should be used whenever brand awareness is important and your audience may not be familiar with NFTE.

The NFTE logo shown on the left can be used for any internal communications and for design purposes.
NFTE Logo and Lockup Safe-Space

To maintain the integrity of the NFTE logo and lockup, a safe-space at least the size of the lower-case “n” needs to be able to fit around the logo and opposing graphics, imagery, and text.
NFTE Logo and Lockup on Colored Background

Here is how the NFTE logo and lockup should look when on the NFTE color palette.
NFTE Logo in Black and White

Here is how the NFTE logo and lockup should look in black and white scenarios.
Incorrect Uses of NFTE Branding

It is important to keep the spacing, layout, and orientation of the NFTE logo consistent throughout the brand.

The logo should never be reconstructed, rotated, stretched, or skewed. Only the supplied logo should be used. Here are some examples of incorrect logo uses.

1. Never make adjustments to the “Network for Teaching Entrepreneurship” in the logo lockup.
2. Never adjust the proportions of the logo or text.
3. Never outline the logo.
4. Never rotate or warp logo.
Use the Approved Colors for the Logo

Don’t mix and match color scheme within the logo.
Don’t apply unapproved colors to the logo.
Don’t apply color or shadowing effects to the logo.
Don’t apply a gradient to the logo.

The only approved ways to use the logo are shown here.
NFTE Color Palette

The primary color palette is a bold orange and a royal purple. The palette has been specifically designed to work with the image and type treatment of the brand. These colors should be used in all primary brand communication for print and digital materials.

**BRAND ELEMENTS**

![Orange Color](#)

**R 255    G 92    B 57**  
Hex #FF5C39  
C 0    M 79    Y 82    K 0  
PANTONE: 171 c

![Purple Color](#)

**R 76    G 18    B 161**  
Hex #4C12A1  
C 85    M 100    Y 0    K 0  
PANTONE: 2091 c