Brand Guidelines
(Highlights Version)
NFTE Mission:

NFTE ignites the entrepreneurial mindset with unique learning experiences that empower all students to own their futures.
Inclusive entrepreneurship education leads to more equitable access to economic opportunity.

NFTE Rallying Cry:
Network for Teaching Entrepreneurship (NFTE) is a global nonprofit that provides high-quality entrepreneurship education to middle and high school students from under-resourced communities, as well as programs for college students and adults. NFTE reaches 70,000+ students annually in 25 states across the U.S. and offers programs in 14 additional countries. We have educated more than a million students through in-school, out-of-school, college, and summer camp programs, offered in person and online. To learn more about how we are promoting inclusive capitalism and building the next generation of diverse entrepreneurs, visit www.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

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<th>NFTE Logo</th>
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<tr>
<td><img src="image1.png" alt="NFTE Logo" /></td>
<td><img src="image2.png" alt="NFTE Logo Mark" /></td>
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## Typography

- FOR PRINT DESIGN: CIRCULAR
- FOR OFFICE USE: ARIAL

### The Entrepreneurial Mindset

![The Entrepreneurial Mindset](image6.png)
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.
BRAND ELEMENTS

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**

**NFTE Color Palette**

- **Primary Color 1**
  - hex code: FF5C39
  - color code: R 255, G 92, B 57
  - pantone: 171 C

- **Primary Color 2**
  - hex code: 4C12A1
  - color code: R 76, G 18, B 161
  - pantone: 2091 C

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<table>
<thead>
<tr>
<th>Hex Code</th>
<th>RGB Values</th>
<th>CMYK Values</th>
<th>Pantone Code</th>
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<tbody>
<tr>
<td>FF5C39</td>
<td>R 255, G 92, B 57</td>
<td>C 0, M 79, Y 82, K 0</td>
<td>171 C</td>
</tr>
<tr>
<td>4C12A1</td>
<td>R 76, G 18, B 161</td>
<td>C 85, M 100, Y 0, K 0</td>
<td>2091 C</td>
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