



**NEBRASKA TRUCKING
ASSOCIATION**

Nebraska Trucking Association Brand Manual

Leverage the power of
Nebraska's trucking industry

Who is this brand guide for?

Anyone who communicates on behalf of the Nebraska Trucking Association should find this book a helpful resource.

Designers can use it as a resource for typography, color palettes and design elements to give life to their creations.

Our logo

The Nebraska Trucking Association logo represents us at the very highest level of service to our industry, and it is vitally important to our brand. The NTA logo acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

Note

The NTA logo should never be recreated or typeset. Only official logo files should be used in communications.

Official logo files can be downloaded at nebtrucking.com/brand

The NTA logo, as shown in this section, will serve as the primary logo and trademark. Other trademarks may appear on merchandise produced by vendors approved to reproduce these trademarks.

Primary usage

The primary color options for the logo are red (HEX ff0000) and brown (HEX 936140). It is intended to be used on lighter backgrounds and images in order to maintain legibility.



**NEBRASKA TRUCKING
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Primary usage

The color version of the logo is intended to be used on lighter backgrounds and images to maintain legibility.



**NEBRASKA TRUCKING
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Primary usage

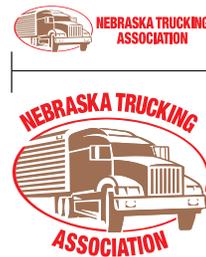
Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.



**NEBRASKA TRUCKING
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Size

To maintain the full legibility, never reproduce the logo at widths smaller than 1 inch for print or 175 pixels for screen. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.



1 inch for print or
175 pixels for screen
minimum

Clear space

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. Use the letter, "N" as a measuring tool to help maintain clearance.



Our Name

Because of our rich heritage and our diverse community, several names are used to represent the Nebraska Trucking Association. This section aims to clear any confusion. Our logo clearly announces our name. It is important to keep our name consistent in content.

In first references, use

Nebraska Trucking Association

In subsequent references

NTA

Within council and other names

NTA Women's Council

NTA Allied Council

Etc.

DO NOT USE

N.T.A.

Neb Trucking Assn

NE Trucking

Nebraska Trucking Women's Council

Our Typography

When used thoughtfully, typography can be a powerful brand tool that adds visual meaning to what is communicated. Nebraska Trucking Association's typography communicates clearly and cleanly and is flexible in a wide variety of situations.

Flexibility comes from using one type family that contains all necessary styles. The NTA type family Arial and Times features regular, narrow and bold options which are professional open and legible at all sizes.

NOTE

Arial and Times font families are standard fonts found in most programs and web applications free of charge.

Association Logo Family

While the Nebraska Trucking Association relies on a consistent look and treatment of its brand, NTA's councils also take pride in their activities and identity. Therefore, some special logos were developed for our valued volunteers. Other rules placed on the NTA brand can be applied to these logos.



**MOVERS
COUNCIL**



**ALLIED
COUNCIL**



**SAFETY
MANAGEMENT
COUNCIL**



**AG COMMODITIES
& MARKETERS
COUNCIL**



**TECHNOLOGY
MAINTENANCE
COUNCIL**



**NEBRASKA
LOGISTICS
COUNCIL**



Purple
C-45 M-99 Y-2 K-0
R-140 G-3 B-250
HEX 8c03fa

Green
C-93 M-0 Y-19 K-29
R-12 G-182 B-148
HEX 0cb694



NEBRASKA TRUCKING ASSOCIATION
HEALTH BENEFITS ALLIANCE

Truck Services Inc.

The Nebraska Trucking Association oversees Truck Services Incorporated. It stands as a separate entity with its own branding and identity. TSI colors are green (HEX 43695), orange (HEX D4470F) and gray (HEX DDD8CD)

Typography & Color

Arial and Times font families are standard fonts found in most programs and web applications free of charge.

TSI colors are green (HEX 43695), orange (HEX D4470F) and gray (HEX DDD8CD)



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Clear space

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