

NGJA Brand Kit Presentation

Our Visual Identity

Effective July 17, 2024



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Logo and Meaning



Italicized Arial Font: Pronounced like the “aerial” gymnastics element, font brings the eye forward.

NGJA Name: The “NGJA” stands atop our strong foundation (the horizontal line of the planche symbol).

Symbol of the Planche: Horizontal line shows stability. 45 degree line is central to our evaluations as judges. Planche looks like an arrow from left to right - moving the organization forward.

Organization Messaging: Space below the horizontal planche line allows for full association name or additional marketing messaging.



Color Theme: NGJA colors align with the official USA colors: Old Glory Red, White, and Old Glory Blue.

Stars and Stripes: 3 Stars and 3 Stripes represent the 6 regions of USA Gymnastics (3 Western and 3 Eastern) as well as the 6 apparatus in men’s artistic gymnastics.

Logo Variations



Primary Logo



Secondary Logo (Blue)

Logo Variations



**Secondary Logo
(Blue on White Background)**



Secondary Logo (Red)

Logo Variations

(For certain merchandise or smaller print applications)



Logo Variations

(For certain merchandise or smaller print applications)



Logo Variations



**Secondary Logo
(White on Blue Background)**

Improper Logo Usage



**No Rotation
or Alterations**



**No Name
Variations**



**No Color
Variations**



**No Layout
Changes**

Color Palette (Primary)

Old Glory Red

Hex #B31942
RGB 179, 25, 66
CMYK 0, 100, 66, 13

White

Hex #FFFFFF
RGB 255,255,255
CMYK 0,0,0,0

Old Glory Blue

Hex #0A3161
RGB 10, 49, 97
CMYK 100, 68, 0, 54

Fonts

Main Font – Arial (or *Arial Italic* for Logo “NGJA”)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NGJA

Main Font (Headers) - Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative Color Fonts (Old Glory Blue and Red)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Questions? Contact Us!

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www.ngja.org



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