



NATIONAL TRANSFER  
ACCOUNTS

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Understanding the generational economy

**BRAND GUIDELINES**

# the logo

The development of the National Transfer Accounts logo was based on the all-important Labor Income Vs. Consumption graph, which is what the organization is centered around. It is a very stylized version of the graph that creates a clean continuous loop.

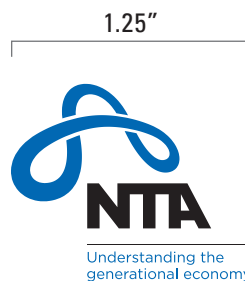
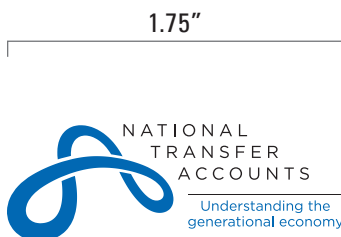
There are three versions of the logo, with an additional two choices for each in respect to the tagline. The three variations include "NATIONAL TRANSFER ACCOUNTS" stacked underneath the mark, off to the right side, or replaced entirely by the abbreviation "NTA." When a version is chosen, the option to include the tagline "Understanding the generational economy" is available. Depending on the application, certain variations of the logo will work better than others.



# logo usage

It is recommended that the National Transfer Accounts logo is used in one of the following three formats. The first utilizes one PMS color and 100% Black. Secondly, the logo may also be used in an all black format when needed or it can also be reversed out of a color. This is to ensure brand strength and reduce confusion with viewers.

It is recommended that there is sufficient space around the logo at all times. The three versions of the logo also have specific guidelines regarding the minimum width they can be printed at, to keep logo (and tagline, if applicable) legible to the readers. Please see below for the recommended measurements.



# typeface

The font used for the logo is Gotham Book. It is a clean, legible typeface that gives National Transfer Accounts a nice modern look. This timeless typeface can translate across many cultures and languages.

GOTHAM BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# colors

The logo colors used for are PMS 293 and 100% Black.

Business tones were an inspiration for the National Transfer Accounts logo. Blue is a cool color that provides a modern, professional feel. Black is a bold, solid color that helps provide stability and a strong base for the logo.



## **PMS 293**

C = 100 M = 57 Y = 0 K = 2  
R = 0 G = 103 B = 177



## **100% BLACK**

C = 0 M = 0 Y = 0 K = 100  
R = 0 G = 0 B = 0

## NATIONAL TRANSFER ACCOUNTS

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