

Color Palette

This is the family of colors selected to represent the corporation. Only the primary colors are used for the color bar where the NeighborWorks America logo appears. The logo must appear in black or white only. Secondary colors can be screened and a selection of colors can be used within one document. These colors can be used for highlights, boxes, bullets and text, but not for the color bar.

Tier 1

This shade of green is the primary NeighborWorks green and used for the logo as well as a presence in most graphics.



#86AE31
RGB 134/174/49
CMYK 22/0/71/31



Tier 2

In tier 2, these shades of green will be used as backgrounds in graphics and to complement the primary green.



#2A3C24
RGB 42/60/36
CMYK 30/0/40/76



#3A5B0C
RGB 58/91/12
CMYK 36/0/86/64



#6F9353
RGB 111/147/83
CMYK 24/0/43/42



Tier 3

Colors in tier 3 are used as backgrounds and accent colors for subheaders and subtitles.



#12262F
RGB 18/38/47
CMYK 61/19/0/81



#003E65
RGB 0/62/101
CMYK 100/38/0/60



#719EA3
RGB 113/158/163
CMYK 30/3/0/36



#D36101
RGB 211/97/1
CMYK 0/54/99/17

Fonts

NeighborWorks America has selected the Garamond and Century families of typefaces to use with the NeighborWorks design elements. These fonts are available in your font folder.

Serif Garamond

Primary font used for body copy and single-line spacing, for running text in standard publications.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Regular **Semibold** **Bold**

To be or not to be, that is the question.

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San Serif Century Gothic

Secondary font used for headings, subheadings, photo captions and pull-quotes in standard publications. Used interchangeably in collateral pieces in nonstandard publications, i.e., save-the-date cards, banners, promotional materials.

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz

Light Book Roman Medium **Heavy**