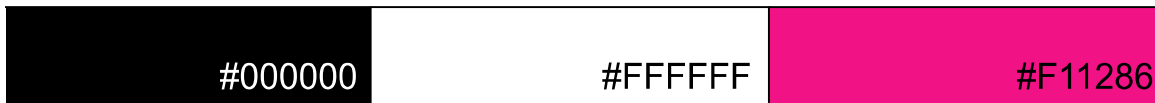


# NoVA Prism Center Brand Kit for External Partners

## Branding:

- The full legal name of the organization is **NoVA Prism Center, Inc.**
- The preferred abbreviation is **NPC**
- Avoid referring to the organization as “NoVA”, “Prism”, or “NoVA Prism” (NoVA is short for Northern Virginia, and there is a company in Reston called Prism— we don’t want to invite confusion). Additionally, the correct capitalization is “**NoVA Prism Center**”. In our region, “NOVA” is branding used by Northern Virginia Community College– we don’t want to invite confusion there either!
- The brand hashtag is **#NoVAPrismCenter**
- The primary brand colors are as follows:
  - Black (#000000)
  - White (#FFFFFF)
  - Hot Pink (#f11286)



## Logos:

- We have provided PDF, PNG, and SVG versions of our logo for use on light and dark backgrounds (Black text and White text versions)
- We have also provided a simplified, single color short logo for use in small sizes or on certain merchandise. This logo is provided in PNG and SVG versions.
- Finally, we have provided our Logo Icon (the Prism) for use as needed.

## Preferred Font Guidelines:

- Logo font: Atomic MD (<https://www.fontspace.com/a-atomic-md-font-f53535>)
- Recommended Header Font options:
  - *Playfair Display Italic* (<https://fonts.google.com/specimen/Playfair+Display>)
  - Atkinson Hyperlegible (<https://www.brailleinstitute.org/freefont/>)
- Recommended Body text standard font: Atkinson Hyperlegible (<https://www.brailleinstitute.org/freefont/>)

If you have any questions, please contact our Executive Director, Leon van der Goetz, at [leon@novaprismcenter.gay](mailto:leon@novaprismcenter.gay). We look forward to a successful partnership!