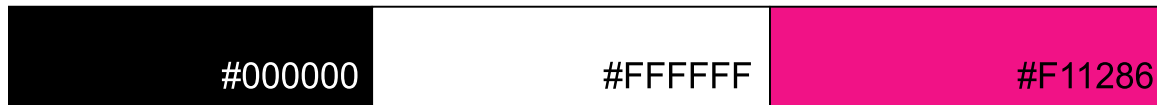


NoVA Prism Center Brand Kit for External Partners

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)
- NoVA Prism Center owes our existence to the labor of countless writers, artists, and creatives. We believe in the healing power of making things, and in art as protest. NoVA Prism Center will **never knowingly platform Generative AI Content** and we expect our partners to **avoid utilizing Generative AI** for content shared in collaboration with or platforming NoVA Prism Center.



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. We look forward to a successful partnership!