



INTERIM

Brand Styleguide
08.01.20



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Brand Story

40 Years of Innovation

The history of closed captioning is inextricably linked with The National Captioning Institute, the nonprofit corporation created in 1979 to provide the option of television access to deaf and hard-of-hearing communities and subsequently to those learning to speak English as a second language.

NCI's established importance in the closed captioning industry extends well beyond historical significance, however. For more than four decades, we have used innovation and dedication to lead the way in providing high-quality service to viewers, and ground-breaking technologies to the content providers.

These technological developments have enabled the closed captioning industry to flourish, but it's our training procedures and practices that have yielded the standard-setting group of professional captioners actually responsible for producing "those words on the screen."

With a highly skilled captioning staff and state-of-the-art facilities, NCI supplies world-class captioning services including but not limited to:

- Internet, Web and OTT
- Broadcast, Cable and Public Television
- College and University events and lectures
- Corporation meetings and events
- Government and Corporate Video Programming



Our Mission

Mission Statement

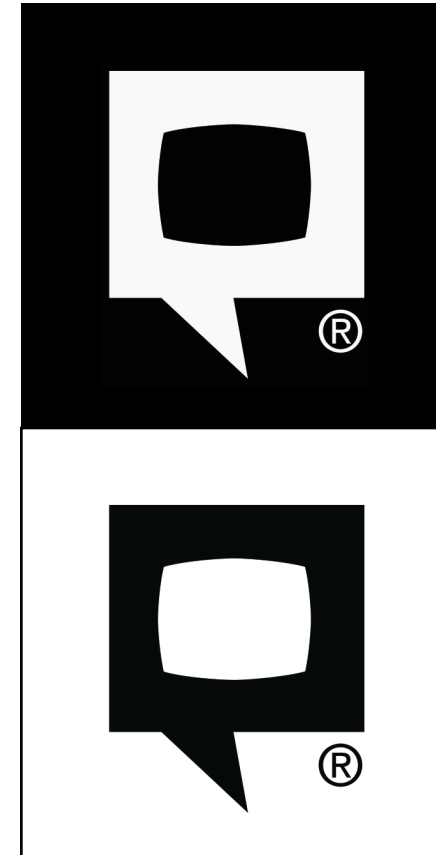
NCI will support services to people who are deaf or hard of hearing and others who, for whatever reason, wherever situated and irrespective of their economic conditions, are limited in their ability to participate fully in the world of auditory or visual communications.



Corporate Identity

The Bubble

The concept of the icon is the thought or quote bubble. It is the longest running and consistent icon that has been handed down over the year. There have been many misuses of this famous icon. It is important to celebrate it and use it often, furthering the case it is a registered trademark of NCI.





Corporate Identity

Logotype

Generated for the 40th anniversary, the gold theme was introduced and then modified in 2020 to drop the tagline. The logotype uses the Futura font and moves the ® to the left.





Corporate Identity

Logo

Using the initials for the abbreviation, the Futura font is revived here to align with the Logotype.





Corporate Identity

Box Logo

Using the initials for the abbreviation, the Futura font is revived here to align with the Logotype.





Corporate Identity

Friends of NCI Logo

Using the initials for the abbreviation, the Futura font is revived here to align with the Logotype.





Corporate Identity

Typography

Use the Futura Family of Fonts for its clean and modern simplicity. To supplement the options, Poppins Regular has been added for body copy uses.

FUTURA PT HEAVY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
1. **opqrstuvwxyz**
1234567890

POPPINS REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

FUTURA PT BOOK

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

FUTURA STD MEDIUM

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890



Corporate Identity

Colors

There is a limited color palette for the brand. With too many legacy versions of the logo, the 40th anniversary gold becomes the brand color, coupled with achromatic grays and blacks.



Light Gold

USE: This colors type and illustrated elements and icons.

RGB

R - 255
G - 224
B - 126

CMYK

C - 1
M - 10
Y - 61
K - 0

HEX

#FFE07E



Gold

USE: This colors type and illustrated elements and should be used more often as it works better over white.

RGB

R - 254
G - 194
B - 82

CMYK

C - 0
M - 25
Y - 78
K - 0

HEX

#FEC252



Rendered Gold

USE: This colors the Rendered Bubble in the logotype. Harder to spec individual colors.



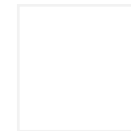
Black

USE: This colors the logotype and Bubble. It can also be used as graphic elements in icons and illustrations



Medium Gray

USE: Various shades of gray, all achromatic, can be part of this family. It can be used as graphic elements in icons and illustrations



White

USE: White is the main background when using the Bubble or Logotype.



Do's and Do Not's

Do

Use the "Bubble" often As a stand alone Element. Always incorporate the ®.



Use the "Logotype" When the name needs To appear.



Use the "Logo" when you need to abbreviate the name.



Use the "Box Logo" when You need to make a bold And short brand statement.



When using the Bubble Over footage or stills, you Can reverse out or cast a Drop shadow. The screen Must be filled.



Do Not

Do Not use the Green logotype With the tagline.



The triangle on the Speech bubble cannot Be flopped.



Do Not use the Old NCI logo



Do Not use this logo



Do Not use this Old logotype.



Do Not recolor the Bubble.



Do Not squish the Bubble.



Do Not put the ® on the Left when using the Bubble alone.



Do Not put textures Into the Bubble



Do Not use photos Inside the screen Of the Bubble.





Website

[HOME](#) [ABOUT US](#) [SERVICES](#) [INDUSTRY](#) [CLIENT SUPPORT](#) [RESOURCES](#) [CONTACT US](#)

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40 Years of Innovation

World Class Captioning Across All Screens

OUR MISSION

NCI

About Us

The National Captioning Institute pioneered live closed captioning for television in the 1980s and now captions thousands of hours of programming and events each year. With a highly skilled captioning staff and state-of-the-art facilities, NCI supplies world-class captioning (CC), subtitling and translation, and Audio Description (AD) services for TV broadcasting, internet, Video On Demand (VOD), educational and government institutions among others.

LEARN MORE

SAMPLES OF OUR TECHNOLOGY

- Audio Description
- Spanish Captioning
- Live Captioning
- Closed Captioning
- Closed Captioning for Mobile
- Name of Service B

OUR SERVICES

"Their service is IMPECCABLE."

FEATURED NEWS

The Frustrating Fight for Closed Captions on In-Flight Entertainment

Deaf passengers pay the same as their hearing counterparts—without access to the same services.

READY TO LEARN MORE?

Request a Quote

Contact Us

NATIONAL CAPTIONING INSTITUTE

POWERED BY SQUARESPACE



40th Anniversary Logo





Use of Imagery

Photography

The new use of photography incorporates the human touch by incorporating the POV of the families that can come together and watch their favorite shows together and apart across a spectrum of devices. Incorporating the celebration of 40 years by showing TV's through the ages gives NCI a unique advantage over their competition.



















Files and Naming

Nomenclature

LOGOS..... [LINK](#)

-  friendsofNCIlogo.ai
-  friendsofNCIlogo.pdf
-  friendsofNCIlogo.png
-  NCI_Box_logo_2020.ai
-  NCI_Box_logo_2020.png
-  NCI_GOLD.ai
-  NCI_GOLD.png
-  NCI_logo_2020.ai
-  NCI_logo_2020.png
-  NCI_Logotype_2020.png
-  NCI_Logotype_Vector2020.ai
-  NCI-BUBBLE_BLACK2020.png
-  NCI-BUBBLE_WHITE2020.png
-  NCI-BUBBLE_whiteBG.jpg

STOCK PHOTOGRAPHY..... [LINK](#)

COMPS..... [LINK](#)



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