



STYLE GUIDE

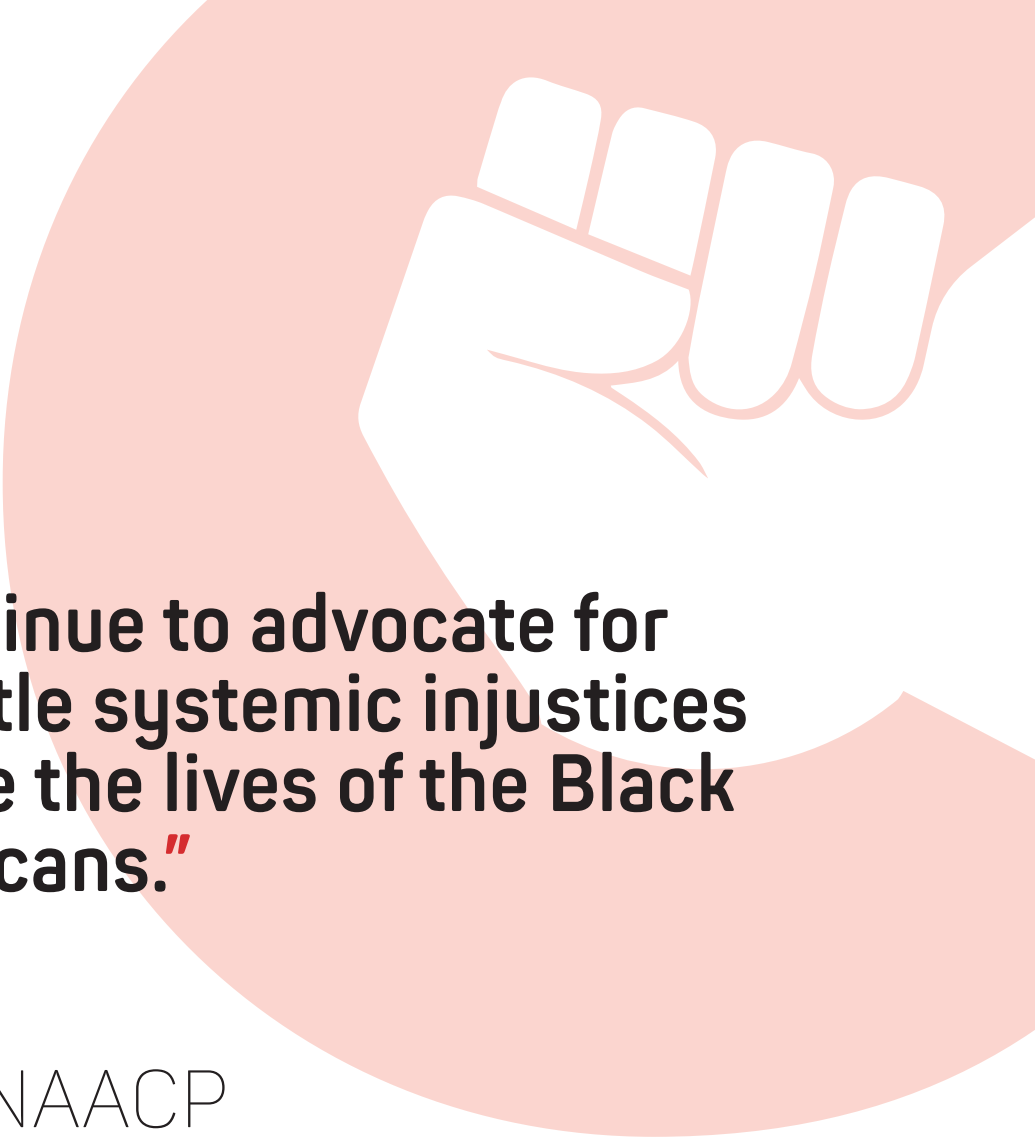
NAACP National Conventions 2025

by Armand YOMI

#Unitedforjustice

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“The NAACP will continue to advocate for policies that dismantle systemic injustices and strive to improve the lives of the Black people and all Americans.”

Derrick Johnson,
President and CEO, NAACP

Primary Palette

01

PRIMARY PALETTE

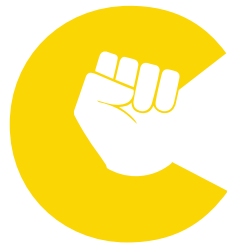


CMYK 0 0 0 100
RGB 35 31 32
Hex 231f20



CMYK 11 96 92 02
RGB 211 46 47
Hex d32e2f

SECONDARY PALETTE



CMYK 1 13 100 0
RGB 255 215 0
Hex 231f20



CMYK 82 36 76 24
RGB 45 107 79
Hex 2d6b4f

Primary Logo

02



- No stretching or color changes except to black or white (see next page).
- Must be **more than** 1.94 x 0.5 inches for print.

Color Variation

03

PRIMARY



DARK BACKGROUND



RED BACKGROUND



DARK BACKGROUND



GREY COLOR



Structural Variations

04

Improper Usage

05



DO NOT stretch logo



DO NOT rotate logo



DO NOT change color



DO NOT change logo



DO NOT rotate logo



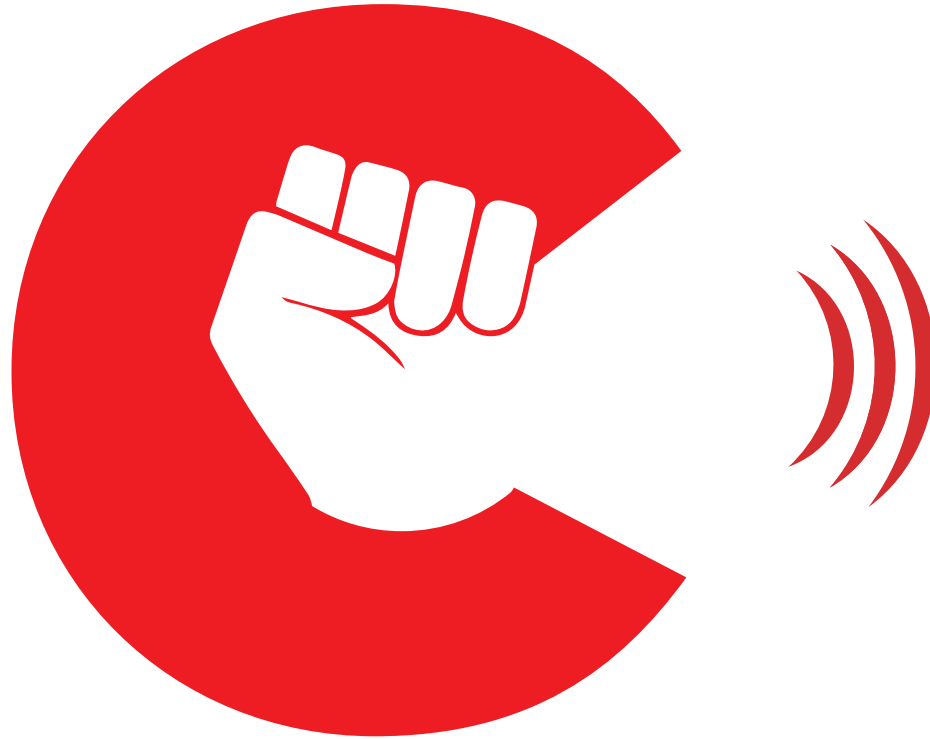
DO NOT change color

Typefaces

06

Key Visuals

07



Print Application

08



Web Application

09



NAACP HOME SPEAKERS ABOUT RESOURCES GET IN TOUCH DONATION

Uniting together always makes for a stronger future.

United for justice, progress and change

Jul 12 - 16, 2025 Washington, D.C.

Ticket starting from **\$125 US**

BUY NOW

CONVENTION BEGIN IN **170 days 12hrs 30 mins 01 secs**

WE STAND FOR

We are the home of grassroots activism for civil rights and social justice. We advocate, agitate, and litigate for the civil rights due to Black America.

In our cities, schools, companies, and courtrooms, we are the legacy of W.E.B. DuBois, Ida B. Wells, Thurgood Marshall, and many other giants.

BOOK YOUR PARTICIPATION →



SPEAKERS

 Deya Wynn Responsible AI Lead, Amazon Web Services	 Michael Jai White Actor, Director, Martial Artist	 Arian Simons CEO, Fearless Fund
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MORE SPEAKERS →

SEE YOU IN WASHINGTON, D.C.

The NAACP National Convention is an empowering and transformative experience held each year to celebrate our community's collective progress. The Convention attracts innovative change-makers, thought leaders, entrepreneurs, scholars, entertainers, influencers, and creatives to network and exchange ideas.



BLACK AMERICA POLICY RECOMMENDATIONS FOR THE BIDEN ADMINISTRATION

As the nation calls for an end to structural disparities, the federal government has a duty to examine its own legacy to determine how it contributes and how to implement reforms. The policy recommendations, including a presidential cabinet-level position focused on racial justice, are with President Joe Biden.

FULL LIST OF OUR RECOMMENDATIONS →

Join the Fight

Join millions of activists working to build an inclusive world.

MORE SPEAKERS →

Make an impact

Changing the norm takes a sustained effort. Make an impact through giving.

MORE SPEAKERS →

GET THE LATEST ON CONVENTION!

Be the first to be notified about the upcoming NAACP National Convention in Washington DC, NC!

Contact Information

First Name (Required)

Last Name (Optional)

Postal Code (Optional) City State/Province

Email (Required)

Phone Number (Optional)

Message (Optional)

We will never give your data to a third party. We will only use your information to contact you about the upcoming NAACP National Convention in Washington DC, NC.

Stay Informed

NAACP



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Promotional Application

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“
**United for justice,
progress and change.”**

 Jul 12 - 16, 2025  Washington, D.C.

Thank You !



#Unitedforjustice

