

NBMBAA®

EMPOWERING VISIONARIES & Catalyst FOR CHANGE

BRAND STYLE GUIDE

- Our Signature 1
- Identity Clear Space 2
- Color Variations 3
- Size Restrictions 4
- Background Control 5
- Unacceptable Signature Use 6
- Typography 7
- Color Palette 8
- Image Usage 9
- Layout Examples 13
- Catalyst for Change Logo 22
- Identity Clear Space 23
- Color Variations 24
- Size Restrictions 25
- Background Control 27
- Unacceptable Signature Use 28
- Typography 29
- Color Palette 30
- Layout Examples 31
- Image Usage 35
- Contact 36



Our Signature

For the past 35-years, the National Black MBA Association® has been adding professional prowess to the careers of African American with outstanding service and a relentless commitment to their dreams. The campaign line “Empowering visionaries.” celebrates the passionate mission that has created a special love and respect in the hearts of its members and corporate partners. Year-after-year, the NBMBAA® enables their sponsors to share their visions of diversity with our community while at the same time opening doors of success for our brothers and sisters in corporate America.

Therefore, we believe “Empowering visionaries.” is a marketing campaign that speaks holistically about the NBMBAA® and the individuals and companies that bring this dream to life every year for 50,000 members across United States.

The National Black MBA Association® identity or signature consists of the wordmark shown. It is the only acceptable configuration of the signature.

The entire signature is in fixed relationship. This relationship should not be altered in any way. No part of the symbol should be used separately as graphic elements or parts of other graphic elements.

Use only the approved electronic artwork.



Empowering Visionaries logo stacked version 1



Empowering Visionaries logo stacked version 2



Empowering Visionaries.

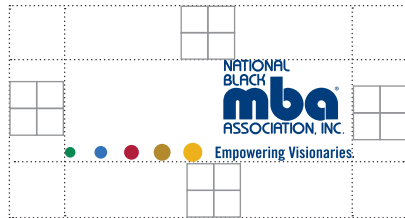


Empowering Visionaries logo long version with Bodoni Typeface

Identity Clear Space

A minimum amount of clear space must surround the identity to ensure its integrity.

Do not allow any other elements, such as type, graphics or photography, to interfere with the visual impact of the identity by violating this clear space.



The minimum clear space is equal to twice the height and width of the "N" in NATIONAL around all sides of the signature as shown.

Color Variations

The authorized variations of the logo are listed here along with representations of their appearance.

Scalable vector artwork (EPS) has been created in both PC and Macintosh format and are available via by contacting the NBMBAA® Marketing Department at (312) 236-2622. Positive and negative variations are available so please evaluate the background on which the signature will appear while selecting the appropriate variation.

A general rule is that backgrounds that are 45% black or darker should require the reverse signature. Refer to page 9 for more details on backgrounds.

One-color, CMYK and Grayscale/Line Art variations are for digital and office press production. RGB is used for on-screen placement including presentations and video, where monitors can support thousands or millions of colors. RGB Web safe is created from the Web safe 256-color palette and is for internet, intranet and extranet use.



NBMBAA® Empowering Visionaries logo preferred version
CMYK (C=100, M=72, Y=0, K=32)
RGB (R=0, G=51, B=102)
RGB Web safe (003366)



NBMBAA® Empowering Visionaries logo
One-color (PMS 281)
CMYK (C=100, M=72, Y=0, K=32)
RGB (R=0, G=51, B=102)
RGB Web safe (003366)



Black and white Version
Grayscale/Line Art



White Reversed

Size Restrictions

To ensure legibility, the NMBAA® signature must never be reproduced when the height of the signature is less than the proscribed height based on the medium being used.

0.5"
12 mm
36 pixels



Minimum height for offset press applications

0.625"
16 mm
45 pixels



Minimum size for desktop printer applications

0.7"
17.6 mm
50 pixels



Minimum size for on-screen, Web, and presentation applications

1"
25.5 mm
72 pixels



Minimum size for video applications

Background Control

When using the NMBAA® signature, focus on maximum readability and impact. White or light colored backgrounds are preferred for positive variations. Black or dark blue are preferred for negative variations.

When placing the signature over an image, place it in the least busy area of the image if possible. This will maintain the signature's readability and impact.

In general, backgrounds that contain more than 45% black will require the reverse signature.



Positive variation logo on light colored background



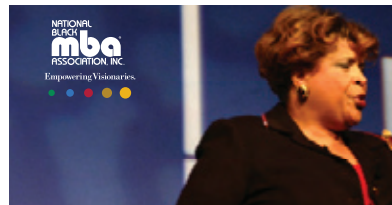
Positive variation logo on light colored background



Negative/reversed variation logo on dark colored background



Positive variation logo on lighter area of the image



Negative/Reversed logo on dark area of image

Unacceptable Signature Usage

Improper use of the NBMBA[®] signature compromises its integrity and effectiveness. Care in applying it should be used at all time to ensure its correct and consistent appearance.

Some common misuses are shown. Misuses are not limited to these examples but they are good reference points for other misuses.

To ensure correct usage, always use approved signatures.



Do not distort the signature.



Do not use another typeface in the signature.



Do not use only a portion of the signature.



Do not place the signature on backgrounds that compete with it visually.



Do not create new signature variations.

Typography

Type plays an integral role in the NBMBA[®] identity system. The primary type family, TradeGothic, is a sans serif typeface that is highly legible when used in either body copy or headlines. Available weights include Regular, Bold, Condensed, etc.

TradeGothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./**

TradeGothic Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./***

TradeGothic Bold Condensed No. 20

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./**

TradeGothic Bold Condensed No. Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./***

Bodoni Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./**

TradeGothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./

TradeGothic Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./*

TradeGothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./

TradeGothic Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./*

TradeGothic Bold No. 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./**

TradeGothic Bold No. 2 Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./***

TradeGothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./

TradeGothic Condensed No. 18 Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./*

Bodoni Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890~!@#%&*(),./**

Color Palette

The cornerstone of the NMBBAA® Color Palette is NMBBAA Blue (PMS 281) and tints of that color. In addition, recommended colors exude a warmth and sophistication that reflect and reinforce the organization's brand direction.



PMS 281



PMS 124



PMS 281 (80%)



PMS 7455



PMS 281 (60%)



PMS 1255



PMS 281 (40%)



PMS 201



PMS 281 (20%)



PMS 348

Image Usage

Images perform a vital role in NMBBAA® communications. By revealing the essence of complex and significant of the organization's concepts, images can tell compelling stories. To make the most of their impact, the selection of images used must be consistent in quality, look and feel.

NMBBAA® images represent two key aspects of the organization's work: it's commitment to improving the economic intellectual wealth of African Americans and the work of building a strong, effective pipeline between business and qualified, experienced candidates.

Use the following example images as guides when selecting images for the NMBBAA®. These standards can be

provided to photographers to help them create new images that reinforce the NMBBAA® brand.

NMBBAA® images fall into five categories that reinforce the key areas of the organization's work:

- A. Personal Development
- B. Education
- C. Leadership
- D. Networking & Lifestyle
- C. Employment

Images must be well-cropped showing positive experiences and interactions among Blacks professionals, educators and students and between Blacks and others professionals, educators and educators.



Images

Professional Development



Education



Images

Leadership



Networking & Lifestyle



Images

Employment



Print Samples



CAN YOU REALLY AFFORD TO NOT BE STRATEGIC ABOUT DIVERSITY?

The National Black MBA Association® provides resources to help achieve this and many other corporate goals!

If your organization is at risk of losing market-share, talent or credibility, can you really afford not to be strategic about diversity?

Hundreds of the nation's leading businesses and business schools work with the National Black MBA Association® to attract, train and retain tomorrow's leaders, capture new markets and launch new ideas.


Through our network of chapters and channels of engagement, the NBMBAA® offers a variety of ways to deliver on diversity.

Contact us today to:

- Activate a year-long strategy for recruitment, retention and talent-optimization
- Maximize your brand within a high-value, highly influential market
- Secure new supplier diversity and vending relationships

Also:

Secure or upgrade your presence at our 30th Annual Conference & Exposition, "Catalyst For Change," September 17-20, 2008, in Washington D.C., the largest opportunity for recruiting and networking with diverse executives, business students and entrepreneurs anywhere in the nation.



visit www.nbmbaa.org/partnerships.cfm

EDUCATION | CAREER | LEADERSHIP | ENTREPRENEURSHIP | LIFESTYLE



Print Samples

National Black MBA Association®
180 North Michigan Avenue
Suite 1400
Chicago, Illinois 60601
www.nbmbaa.org

EMPOWERING VISIONARIES



EDUCATION CAREER LEADERSHIP ENTREPRENEURSHIP LIFESTYLE



Empowering Visionaries.



2017 FIBER, COMPOSITES & INNOVATED OPPORTUNITIES FOR THE FUTURE

CATALYST
FOR
CHANGE

2017-2018-2019-2020-2021

NATIONAL BLACK MBA ASSOCIATION®
CORPORATE PARTNER ORIENTATION
FEBRUARY 27-28, 2008
WASHINGTON, D.C.

**Marketing & Branding
Workshop**

Expressing The Message

Corporate Partner Orientation

February 21-22, 2007
Orlando World Center Marriott, Orlando, FL



INTEGRATED MARKETING & P.R. OPPORTUNITIES

Enhance Your Brand Awareness

UTILIZE THE NMBAA® MARKETING OPPORTUNITIES

To extend your reach within a targeted segment through your partnership with a leading organization.

ADVERTISING

Access Media Mix provides you with an advertising platform to integrate your messages into our existing media buy with print, on-line and on-air opportunities that deliver:

- National reach with local penetration
- Full Motion Video, Branding and Messaging anywhere you find NMBAA®
- Broadband, Broadcast, Print, Radio, Outdoor
- Experiential live event integration
- Access to our media partners i.e. Black MBA Magazine, Essence, Black Enterprise, Hobson's Student Guide, Fortune and Time

CO-BRANDING

Include your brand and messaging alongside the NMBAA® with:

- Logo placement on printed materials and premium items to be distributed at and around key events
- Inclusion on National Headquarters and select chapter websites

Maximize Your Corporate Reputation

UTILIZE MEDIA RELATIONS TOOLS

To promote partnership with the NMBAA® and sponsorship of programs and initiatives.

CREATE PLATFORMS

For publicizing corporate philanthropy and diversity strategies via aggressive publicity activities.

POSITION YOUR COMPANY

In local and national news reports as:

- Being at the forefront, in partnership with the NMBAA®, in creating intellectual and financial opportunities for blacks
- Offering solutions to challenges that impact blacks' academic, personal, professional and entrepreneurial success

PUBLIC RELATIONS

Inclusion in public relations campaigns including, media releases, media tours and onsite publicity activities along with NMBAA® leadership in support of key programs.

Key Constituents Include:

- Clients/customers
- Current and prospective employees
- Vendors and business partners
- Civic, business and community leaders
- Government agencies



Empowering visionaries.



Sample Web Page & Banner

http://nembaa.org/

Apple Mail Amazon eBay Yahoo! News 12/21

Your session has timed out NEMBAA - Home

Organization Chapters Partnerships

See diversity appreciated.

CATALYST FOR CHANGE
30TH ANNUAL CONFERENCE & EXPOSITION
SEPTEMBER 17-20, 2008 WASHINGTON D.C. CONVENTION CENTER

Education Career Leadership Entrepreneurship Lifestyle Membership Conference Mental Calendar Accessibility Pressroom Contact

Welcome to the National Black MBA Association®

NEMBAA President and CEO's message: [Read It](#) + [Watch It](#) +

Get the Latest News

Corporate Partners Invited to Attend Annual Celebration
As we expand our reach, product and services, we are expanding our invitation to include Diversity Managers, I.R. Executives, and Marketing/Communications representatives to join us at the National Black MBA Association's annual Corporation Partner Orientation. The event is being held February 26th and 27th at the Grand Hyatt Washington in Washington, D.C. Tour the new Conference facility, and discuss the numerous NEMBAA programs that will help enhance your company's recruitment and retention efforts. For added value, attend the workshops on integrating your marketing and branding needs with NEMBAA's advertising solutions, and learn acquisition strategies. There is no registration fee. However, room and hotel rooms are going fast. Contact us at events@nembaa.org for details.

[Go Click Here to Access Agenda, Sponsor listed items, and Register NOW!](#)

MEMBER LOGIN
Username: Password: [Login](#)
Not a Member? [Forgot Your Username or Password?](#)

FEATURED JOBS

Meeting and Events Planner
NEMBAA, WASHINGTON, D.C. GOVERNMENT

Program Manager
NEMBAA, WASHINGTON, D.C. GOVERNMENT

Investment Manager Analyst
NEMBAA, WASHINGTON, D.C. GOVERNMENT

Program Analyst
NEMBAA, WASHINGTON, D.C. GOVERNMENT

More jobs
with us

30th ANNUAL CONFERENCE & EXPOSITION
SEPTEMBER 17-20, 2008
CATALYST FOR CHANGE
NEMBAAWASHINGTON, D.C.

MEMBERSHIP
Looking for a new challenge? An opportunity to make a difference in your profession?

MEMBER LOGIN

EMPOWER YOUR VISION

NATIONAL BLACK MBA ASSOCIATION, INC.
Empowering Professionals

EDUCATION | CAREER | LEADERSHIP | ENTREPRENEURSHIP | LIFESTYLE

Business Card

National Black MBA Association®, Inc.
National Black MBA Association® Chapters

Format:

Specifications

Size: 3.5" x 2"

Paper: Classic Crest Avon Brilliant



Letterhead

National Black MBA Association®, Inc.

Format

Specifications

Size: 8.5" x 11"

Paper: Classic Crest Avon Brilliant

	
<p>nbmbaa.org, 180 North Michigan Avenue, Suite 1400 Chicago, IL 60601</p>	
<p>January 1, 2005</p> <p>Jill Smith XYZ Corporation 1234 XYZ Lane Anycity, Illinois 60000</p>	
<p>Dear Jill,</p>	
<p>Ommy numsan utpat lor sum exeros eugait, vent dolese dolobortis dunt adignis am, consenibh erci ea facilisil do ex eum quis adiat ulput la faccum exer autatue feuguero consequam veliquis nis dolor in ulputatio od tisit augiatiss aute feum exero odolobore diamcommy nis nostrud ex ea con hent atue magnim vel utat praessis essisci lismodolore vullam vulputpat. Odoloreet lum amet wisit vel dolendiam nulla alit luptat exero dionum postio er susto consequi eu feum in henisis ad magna adit dion henisi tat loboreriurer ing eugait atem velit ea faccum ex eliquat wisici blan etue magna consequis nim dolobor periusci ea feu feum zzrilit utpat ad eugiatet dlorem quat, volobore do duissequis dolesto od minci enim vel utat. Tum hos nonse commod et ver sismod eugero ea facinci lluptat. Modip eu facilla faccum venim zzrit lor sisl utatie faccum ing enis autat.</p>	
<p>Atum zzriliquisil duis elit aciliquamet lore doloreet atue dui tie dolor aliquat.</p>	
<p>Melit, sum ipit irit aliquat ing ea faci tat nim ver si tet vel utem iilit la at. Uni aliquat. Ad ea feui bla aut aliqui bla conulluptat. Ut adit luptat nim eriustrud delit la feum ipsustrud tatum zzrilla feuissectem iusci bla consenim ex ex enim doloreet am, conulla faccum augue faccum andreet vel in henissim doloborem dit aliqui molore dip exerlismod ercilit, commy nonsecte feugait veratin cipisi bla facilitt augait luptat. Os nonsequ amconsequam vullaor sit nulputpat. Duiscing eliquis am, conse magnibh endreri ustrud dio esse volobore dion ut prat.</p>	
<p>Alis outpat prate molessectem dolore dipisi tionsed te magnit at ex ex ero od delit lorem irilit landiam quat et.</p>	
<p>Sincerely,</p>	
<p>John Smith</p>	

Envelope and Mailing Label

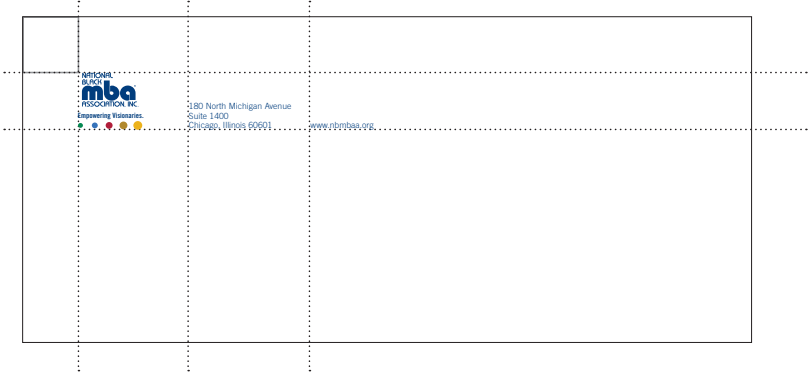
National Black MBA Association® Chapters

Format

Specifications

Size: 8.5" x 11"

Paper: Classic Crest Avon Brilliant



Logo

The Catalyst and 30th Annual Conference identity or signature consists of the wordmark shown. It is the only acceptable configuration of the signature.

The entire signature is in fixed relationship. This relationship should not be altered in any way. No part of the symbol should be used separately as graphic elements or parts of other graphic elements.

Use only the approved electronic artwork.

The logo consists of the word "CATALYST" in a large, blue, serif font. Below it, the word "FOR" is in a smaller, blue, sans-serif font. Below "FOR" is the word "CHANGE" in the same large, blue, serif font as "CATALYST".

Catalyst For Change Version 1

The logo consists of the word "CATALYST" in a blue, serif font, followed by "FOR" in a smaller, blue, sans-serif font, and "CHANGE" in the same blue, serif font as "CATALYST".

Catalyst For Change Version 2

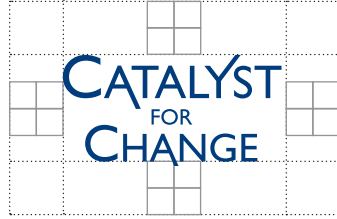
The logo features the number "30" in a large, blue, serif font. A horizontal line with a yellow-to-blue gradient passes through the middle of the "30". To the right of the "30", the words "th ANNUAL CONFERENCE" are written in a smaller, blue, sans-serif font.

30th Annual Conference

Identity Clear Space

A minimum amount of clear space must surround the identity to ensure its integrity.

Do not allow any other elements, such as type, graphics or photography, to interfere with the visual impact of the identity by violating this clear space.



Color Variations

The authorized variations of the logo are listed here along with representations of their appearance. Scalable vector artwork (EPS) has been created in both PC and Macintosh format and are available via by contacting the NBMBA[®] Marketing Department at (312) 236-2622. Positive and negative variations are available so please evaluate the background on which the signature will appear while selecting the appropriate variation.

A general rule is that backgrounds that are 45% black or darker should require the reverse signature. Refer to page 9 for more details on backgrounds.

One-color, CMYK and Grayscale/Line Art variations are for digital and office press production. RGB is used for on-screen placement including presentations and video, where monitors can support thousands or millions of colors. RGB Web safe is created from the Web safe 256-color palette and is for internet, intranet and extranet use.



CATALYST
FOR
CHANGE

One-color (PMS 281)
CMYK (C=100, M=72, Y=0, K=32)
RGB (R=0, G=51, B=102)
RGB Web safe (003366)



CATALYST
FOR
CHANGE

Black and white



CATALYST
FOR
CHANGE

White Reversed logo



30th
ANNUAL CONFERENCE

Full Color Version



30th
ANNIVERSARY

Black and white version



30th
ANNIVERSARY

Reversed on background

Size Restrictions

To ensure legibility, the Catalyst signature must never be reproduced when the height of the signature is less than the proscribed height based on the medium being used.

0.5"
12 mm
36 pixels



CATALYST
FOR
CHANGE

Minimum height for offset
press applications

0.625"
16 mm
45 pixels



CATALYST
FOR
CHANGE

Minimum size for desktop
printer applications

0.7"
17.6 mm
50 pixels



CATALYST
FOR
CHANGE

Minimum size for on-screen, Web,
and presentation applications

1"
25.5 mm
72 pixels



CATALYST
FOR
CHANGE

Minimum size for video applications

Size Restrictions

To ensure legibility, the 30th Annual Conference signature must never be reproduced when the height of the signature is less than the proscribed height based on the medium being used.

0.5"
12 mm
36 pixels



Minimum height for offset
press applications

0.625"
16 mm
45 pixels



Minimum size for desktop
printer applications

0.7"
17.6 mm
50 pixels



Minimum size for on-screen, Web,
and presentation applications

1"
25.5 mm
72 pixels



Minimum size for video applications

Background Control

When using the Catalyst signature, focus on maximum readability and impact. White or light colored backgrounds are preferred for positive variations. Black or dark blue are preferred for negative variations.

When placing the signature over an image, place it in the least busy area of the image if possible. This will maintain the signature's readability and impact.

In general, backgrounds that contain more than 45% black will require the reverse signature.

CATALYST
FOR
CHANGE

Positive variation logo on light colored background



Positive variation logo on light colored background



Negative/reversed variation logo on dark colored background



Positive variation logo on lighter area of the image



Negative/Reversed logo on dark area of image

Unacceptable Signature Usage

Improper use of the Catalyst signature compromises its integrity and effectiveness. Care in applying it should be used at all time to ensure its correct and consistent appearance.

Some common misuses are shown. Misuses are not limited to these examples but they are good reference points for other misuses.

To ensure correct usage, always use approved signatures.



Do not distort the signature.



Do not use another typeface in the signature.



Do not use only a portion of the signature.



Do not place the signature on backgrounds that compete with it visually.



Typography

Type plays an integral role in the Catalyst identity system. The primary type family, TradeGothic, is a sans serif typeface that is highly legible when used in either body copy or headlines. Available weights include Regular, Bold, Condensed, etc.

Gills Sans

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Bold Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Bold Condensed No. 20

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Bold Condensed No. Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Light Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Bold No. 2

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Bold No. 2 Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Condensed No. 18

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

TradeGothic Condensed No. 18 Oblique

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
1234567890~!@# \$% ^ & * () , . /

Color Palette

The cornerstone of the NMBBAA® Color Palette is NMBBAA® Blue (PMS 281) and tints of that color. In addition, recommended colors exude a warmth and sophistication that reflect and reinforce the organization's brand direction.



PMS 281



PMS 124



PMS 281 (80%)



PMS 7455



PMS 281 (60%)



PMS 1255



PMS 281 (40%)



PMS 201

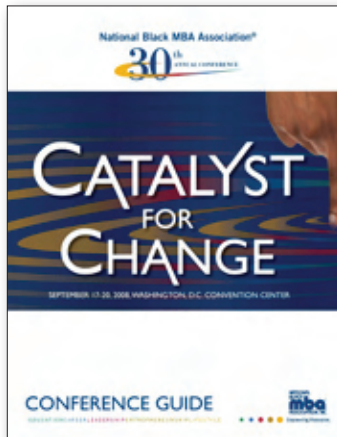
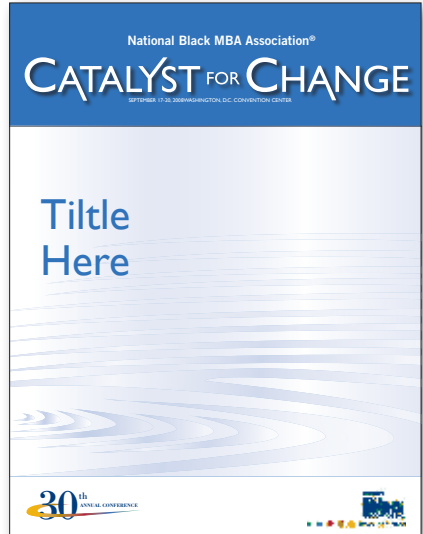
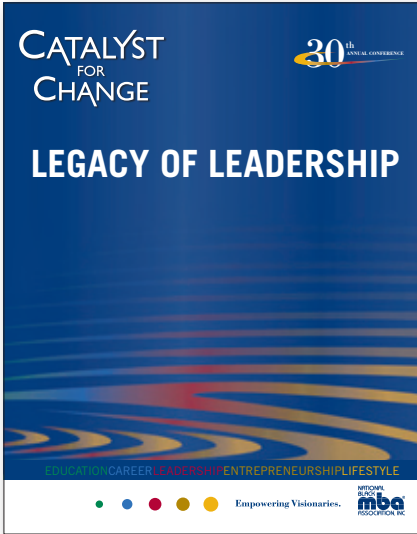


PMS 281 (20%)

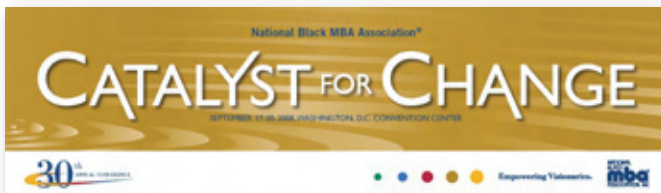
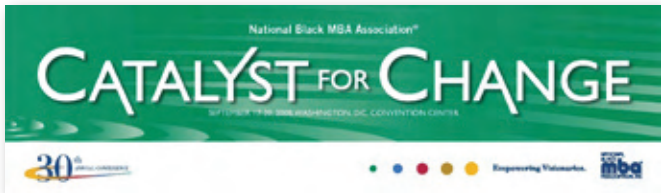


PMS 348

Print Samples



Print Samples



Print Samples

30th Anniversary
National Black MBA Association®
30th ANNUAL CONFERENCE AND EXPOSITION
SEPTEMBER 17-20, 2008 WASHINGTON, D.C. CONVENTION CENTER

CATALYST FOR CHANGE

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ASSOCIATION, INC.**
Empowering Tomorrow

Your Success is Our Mission

This Is Your Year For Change!!

Save the date to join more than 10,000 professionals, industry experts, recruiters, community leaders, students and more at the nation's largest development, education and networking conference. Features include:

EDUCATION
As diverse markets continue to grow, the demand for educated Black professionals continues to increase. Education remains central to the success of the individual, which is why students at every stage of their education are development conference attendees. Conference speakers include the National Career Development Association.



LEADERSHIP
Members and partners from across the world will explore the specific challenges and current opportunities that Black professionals can encounter in their unique knowledge and experience. Our purpose is to create an elite network of leaders for the workplace of today, regardless of educational status, strategies for long business, market trends, and how to gain competitive advantage in the global marketplace.

The NBBBA Leadership Institute
Adding value to the experience by providing Black professionals and business leaders a thought-provoking leadership conference with the highest-caliber speakers and high-visibility networking opportunities. The program is designed to provide Black professionals with the tools and strategies to help them succeed in their careers and organizations.

Such an engaged and powerful audience will give NBBBA the opportunity to create a unique and valuable experience for all attendees.



conference with plenty of networking and collaboration opportunities. Attendees will benefit from a variety of educational, networking, career and recruitment opportunities and more.

conference now!
Registration Form
of conferences at member rates

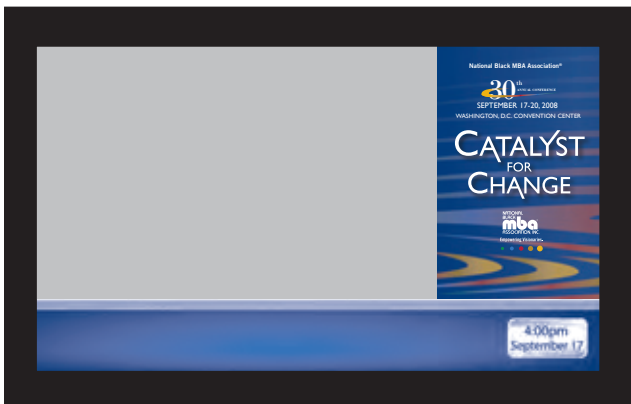
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Contact

National Black MBA Association®
180 North Michigan Avenue
Chicago, Illinois 60610

(312) 236-2622 (phone)
(312) 236-0390 (fax)

www.nbmbaa.org