



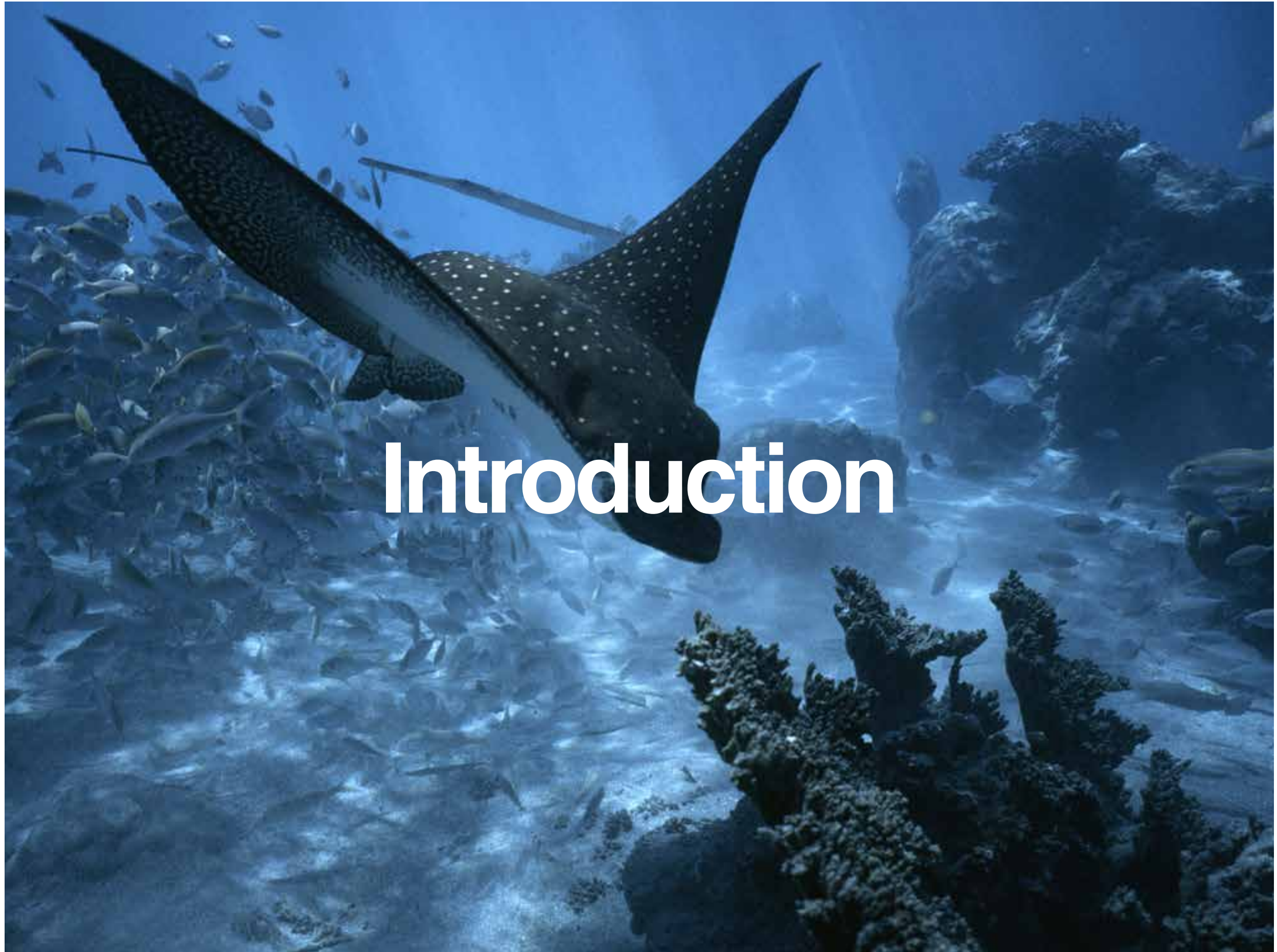
NATIONAL
GEOGRAPHIC™

Retail Merchandising Style Guide for Licensees

NOVEMBER 2015

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Introduction

Retail merchandising style guide introduction

This document is your guide to using National Geographic's iconic brand elements in retail environments.

Welcome to the National Geographic Brand Licensing family! We're glad you've joined us. In this style guide, we'll explore the best ways to use National Geographic's brand elements to showcase your National Geographic-licensed products and develop an immersive, brand-specific customer experience that embodies the attributes and characteristics of our iconic brand.

National Geographic believes in the power of science, exploration, and storytelling to change the world. Our retail environments are the perfect place to harness the power of storytelling to make a difference.

Consistency and correct use of our branding elements, including our Logo, color palette, images, and the other elements discussed in this document, add strength to the National Geographic brand identity.

In addition to the specific retail merchandising-related direction found within these pages, we encourage a full and thorough review of review of the National Geographic Marketing Style Guide for Licensees, National Geographic Brand Design Overview for Licensees, the Society-wide Style Manual, and our other asset-rich resources before you begin work on any retail merchandising that supports your line of licensed products. All of these additional documents can be found at natgeobrand.org.

National Geographic Brand Overview



Who we are

The National Geographic Society is one of the most recognized and respected **global nonprofit scientific and education organizations**.

National Geographic Partners, a joint venture of the Society and 21st Century Fox, offers products and experiences for those who have a passion for **knowledge, adventure, new discoveries**, and all things **real** and **amazing**.

We are partner organizations united under one brand—National Geographic—that brings together the world's **best** scientists, explorers, photographers, storytellers, and more.

What we do

We **inspire** through science, exploration, and experiences.

We **illuminate** through powerful, visually driven storytelling.

We **teach** through kids media and education.

This is our purpose and how we make a difference.

Why we do it

We believe in the power of **science, exploration,** and **storytelling** to change the world.

We nurture and empower the world's most innovative scientists, explorers, and storytellers to help solve the planet's mysteries and challenges.

We enlighten and entertain global audiences to help them better understand the world.

We ignite the spirit of exploration in lifelong learners, ensuring everyone has the opportunity to learn and grow, no matter their age.

We connect and engage curious people around the world and enable them to make a difference.

This belief manifesto is the internal compass we use to guide everything we do.

How we do it

Each year, we **fund** hundreds of research, conservation, and education programs around the globe.

Every month, we **reach** more than 700 million people through our media platforms, products, and events.

Our work to inspire, illuminate, and teach through scientific expeditions, award-winning journalism, and education initiatives is **supported** through donations, purchases, and memberships.

But it's not all about us

People aren't interested in just hearing about what we do. They want to know how they can join us, participate, and benefit from their relationship with us. And that's where the National Geographic Retail Merchandising Style Guide for Licensees comes in.

This document will help you start building a relationship with people who are interested in buying our licensed products, creating emotional, lifelong bonds to our brand.

An aerial photograph of a tropical coastline. The foreground shows a dense green forest of mangroves and palm trees. A narrow, crescent-shaped white sand beach curves along the edge of the forest. To the right of the beach is a shallow, sandy area with some rocks. The ocean is a deep blue, with a lighter turquoise area near the shore where a small white boat with a canopy is anchored. The text "Design Elements" is overlaid in white, bold, sans-serif font across the center of the image.

Design Elements

Components of the logo

The National Geographic Logo is made up of two elements: the National Geographic Yellow Icon and the National Geographic word mark. The proportions of the Logo, and the size relationship of the word mark to the Yellow Icon may not be altered, modified, or changed in any way.

Use the Logo with the TM symbol on anything a user or visitor can walk away with and on websites.

In some cases, it is appropriate to use the Logo with the ® symbol instead. You will be advised if this is the case and provided the correct version of the Logo to use.

Note that you are required to include the appropriate National Geographic Logo on all marketing materials.

Never try to re-create the Logo yourself.
Download the Logo at natgeobrand.org.

Logo with TM Symbol



Logo with ® Symbol



Logo configuration



Preferred Configuration: 2-Line Flush



Acceptable Alternatives: 2-Line Centered and 1-Line Flush

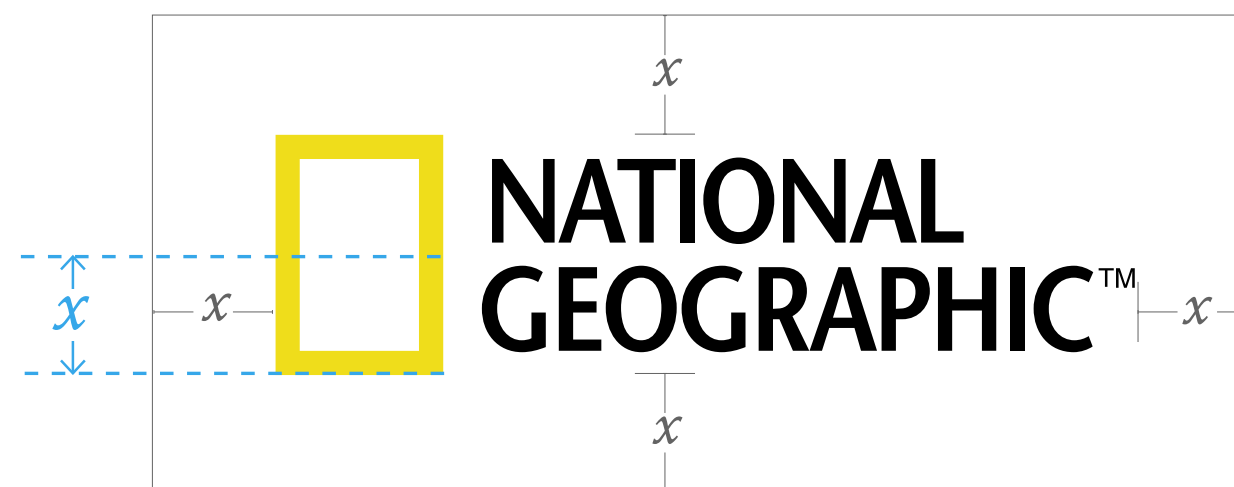
*Never try to re-create the logo yourself.
Download the logo you need at natgeobrand.org.*

Area of isolation

When using the National Geographic Logo with headline text, copy, or graphics, the area of isolation must be at least half the height of the National Geographic Yellow Icon on all sides of the Logo.

To avoid accidentally or intentionally creating new logos or marks, an area of isolation must be maintained around the National Geographic Logo. The area of isolation must be completely free of any other text or images. The Logo can float over background images as long as it clearly stands out with readable contrast.

Even designs that comply with the area of isolation can create the look of new marks, so when adding type or graphic elements anywhere near the National Geographic Logo, get prior approval from your National Geographic account manager.



Half the height of the National Geographic Yellow Icon

Logo color options

The Logos on this page are all approved for use in National Geographic Brand Licensing marketing materials.

The all-white and all-black Logos may only be used for single-color print applications.

When using the Logo over a photograph, the logo must always stand out. Any background color or photograph must provide high contrast for the Logo.



Nat Geo Yellow Icon/Black Text



Nat Geo Yellow Icon/Dark Gray Text



Nat Geo Yellow Icon/White Text



Nat Geo Yellow Icon/Light Gray Text



All Black (single-color printing)



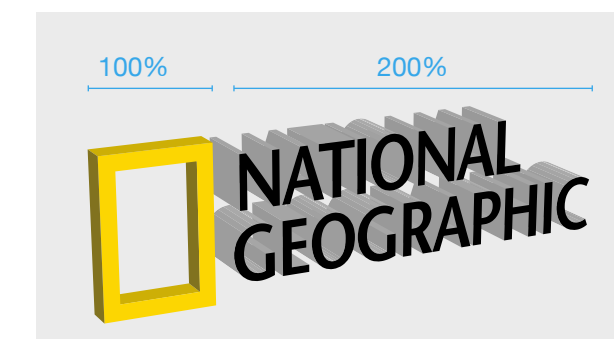
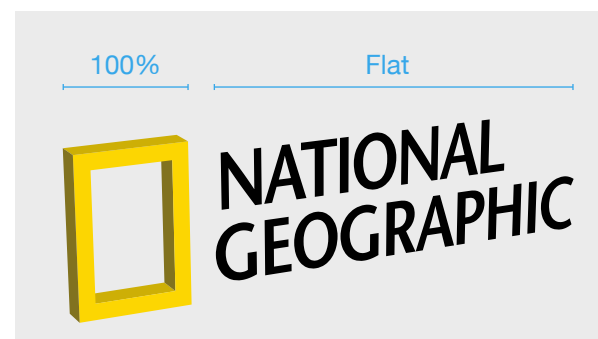
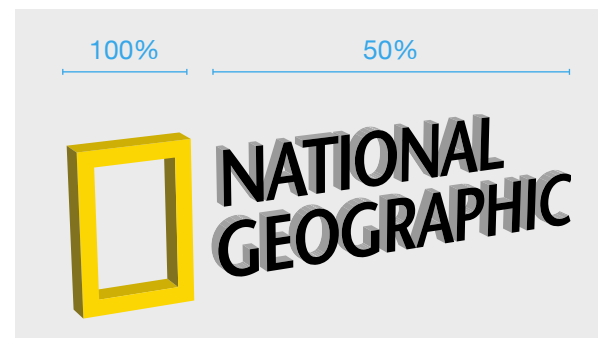
All White (single-color printing)

The logo in 3-D

Unless working in 3-D space or 3-D animation, the 2-D Logo is preferred. Never use the 3-D Logo in 2-D space.

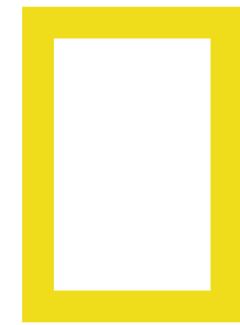
When using the 3-D Logo, both the Nat Geo Yellow Icon and the Nat Geo word mark must be in 3-D. Never have one in 3-D and the other in 2-D.

In regard to proportion, the depth of the Nat Geo word mark must be between 50% and 100% of the Nat Geo Yellow Icon's depth.

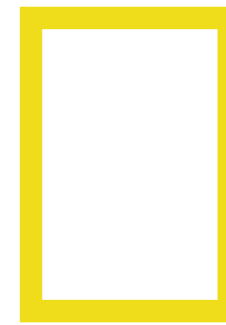
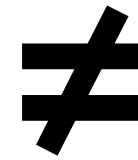


Using the yellow icon

While the National Geographic Yellow Icon is based on the yellow border of *National Geographic* magazine, the two shapes are different and not interchangeable.



Nat Geo Yellow Icon



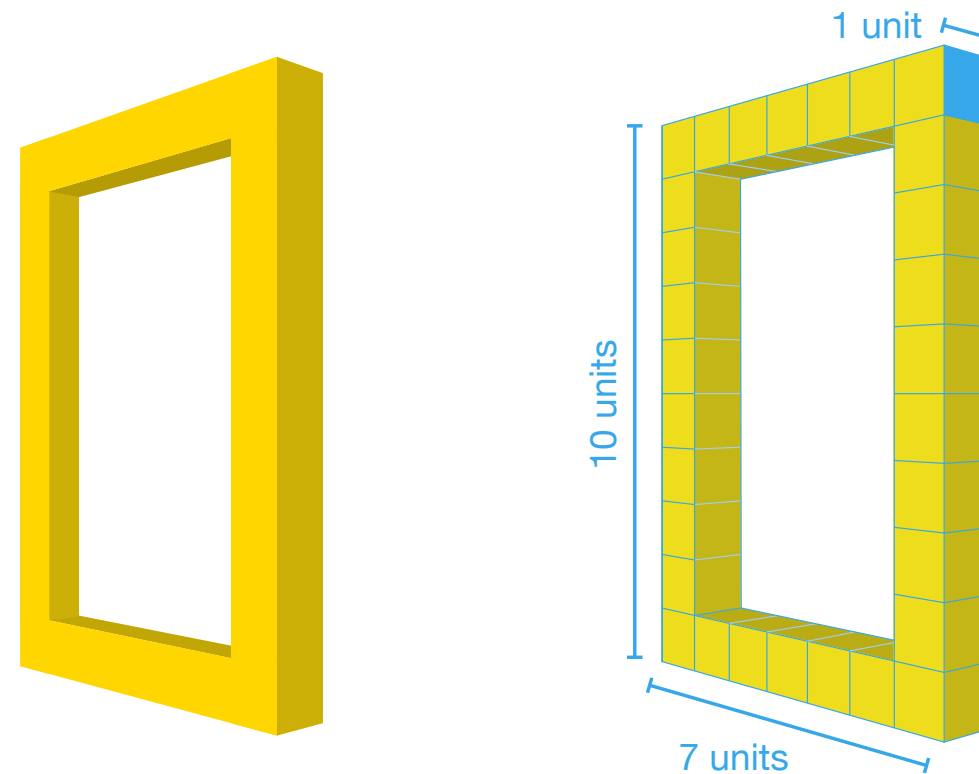
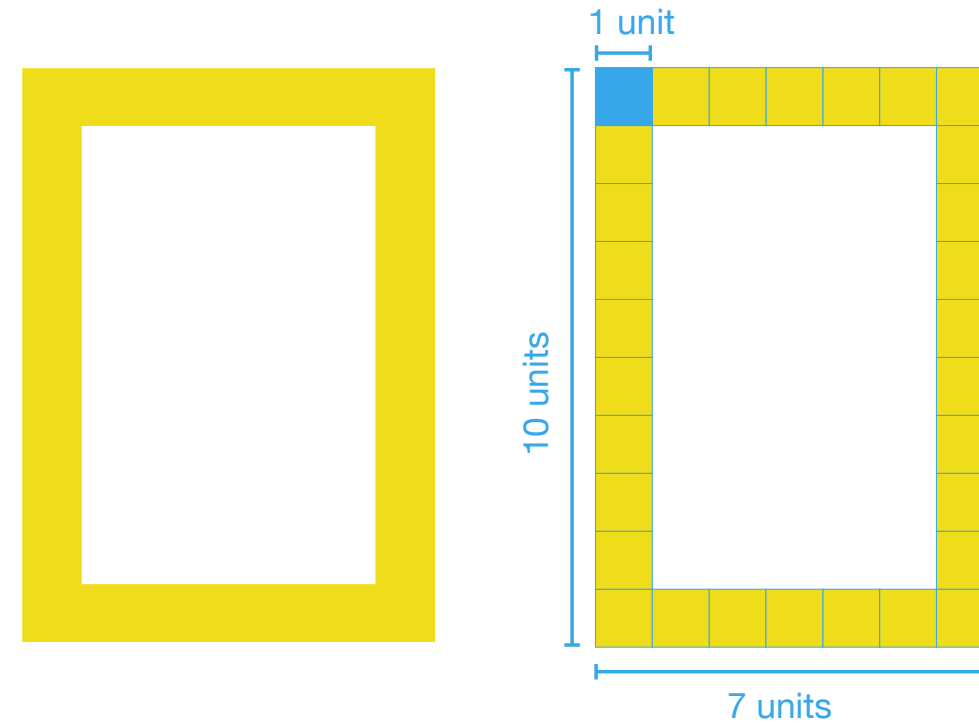
Yellow Border

- May be used in lieu of the full National Geographic logo
 - Is not a graphic element
 - Used according to strict rules
 - Proportions may not be changed
- Not interchangeable with the full National Geographic logo
 - Use mostly limited to covers and package/product borders

Yellow icon measurements

The National Geographic Yellow Icon is a defining element of our brand identity. The National Geographic Yellow Icon is 10 units high x 7 units wide x 1 unit deep.

In three-dimensional (3-D) applications, the Nat Geo Yellow Icon should be one unit thick, but never thicker. It may be thinner if construction necessitates a slimmer profile.

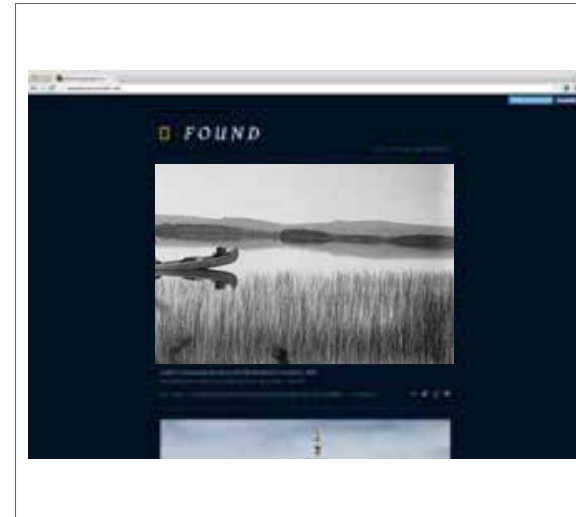


Yellow icon in lieu of the Nat Geo logo

The National Geographic Yellow Icon may be used in lieu of the full Nat Geo Logo in certain instances; however, the full Logo must appear somewhere within the same user experience, in close physical or temporal proximity to the Yellow Icon.

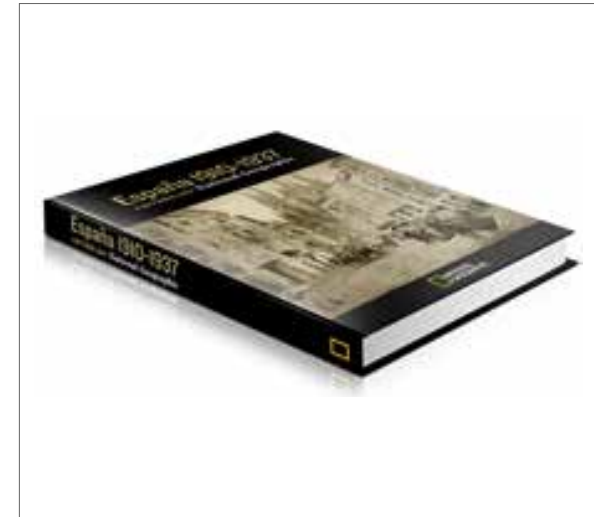
For in-depth instructions on how to properly use the Yellow Icon, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.

Digital



In limited digital space, the Nat Geo Yellow Icon may be used alone in avatars, navbars, etc., but the full Nat Geo Logo must appear on the same webpage, app, or experience.

Print



The Nat Geo Yellow Icon may be used alone on the spine or cover of a book, but the full Nat Geo Logo must appear somewhere on the outside packaging of the product.

Product



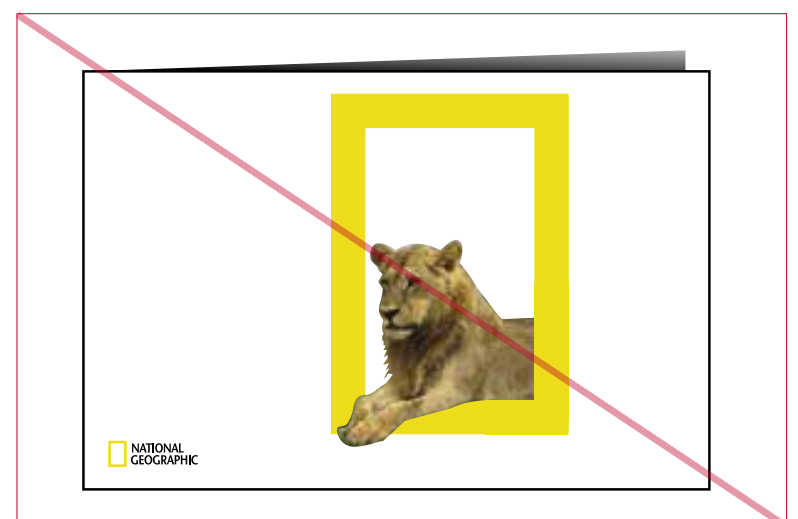
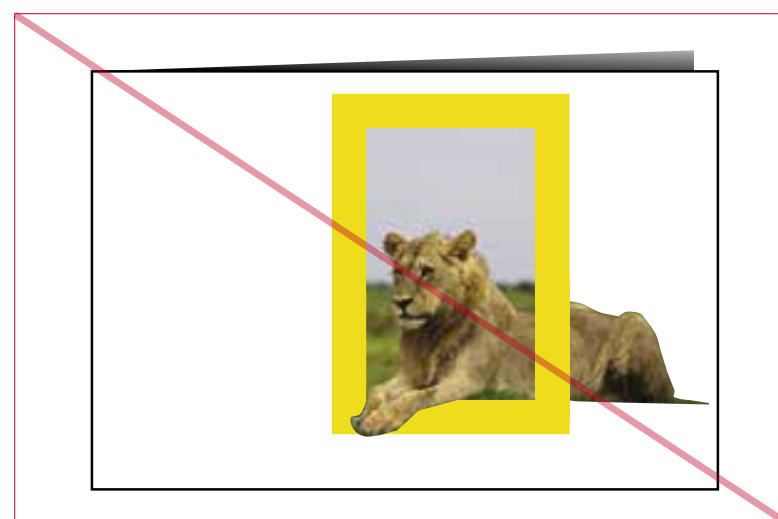
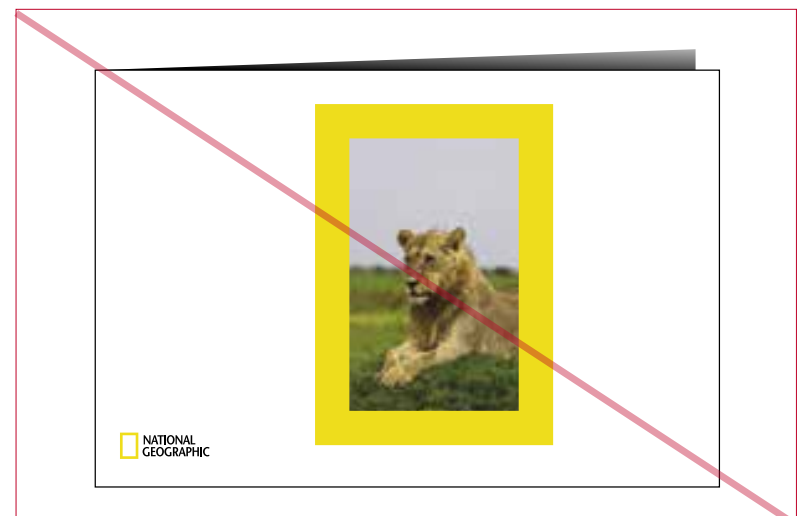
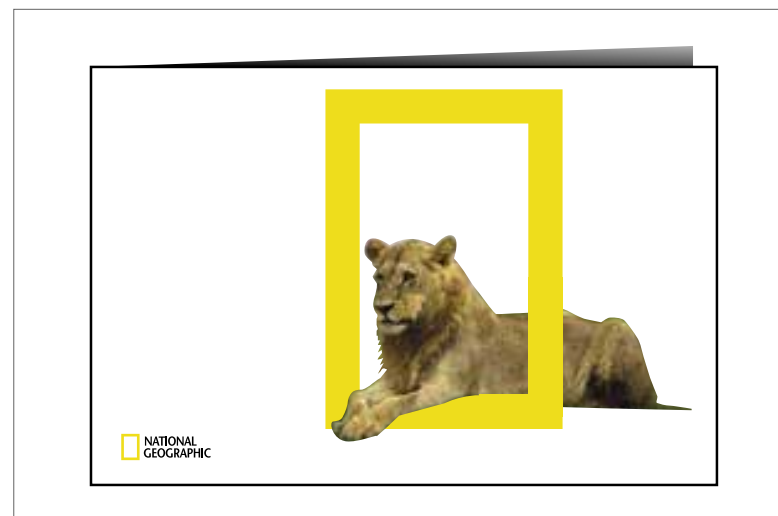
The Nat Geo Yellow Icon may be used alone to represent the brand on a product, but the full Nat Geo Logo must appear somewhere on the same product.

Using the yellow icon

Layers in 2-D

The Yellow Icon is not a border. It **cannot** be used to frame an entire image, but it **can** frame part of an image, as long as it reads as a separate layer. The following examples demonstrate successful and unsuccessful use of the Yellow Icon as a layer in two-dimensional space.

For in-depth instructions on how to properly use the Yellow Icon, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.



Using the yellow icon

Layers in 3-D

The following examples illustrate successful and unsuccessful use of the Yellow Icon as a layer in three-dimensional space.



For in-depth instructions on how to properly use the Yellow Icon, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.

Using the yellow icon

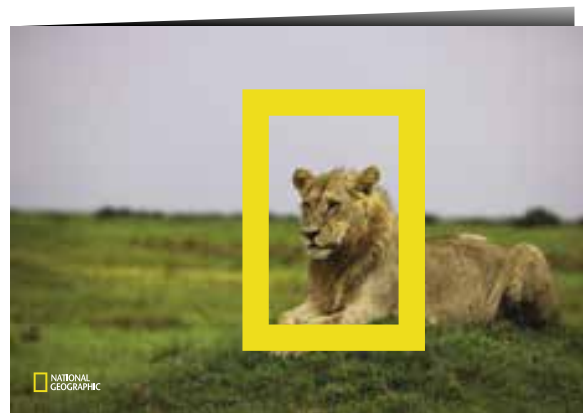
Content

When using the Nat Geo Yellow Icon to frame part of an image, the contents within the Nat Geo Yellow Icon should be meaningful National Geographic assets—not promotional language, signage, advertising, or menus.

For in-depth instructions on how to properly use the Yellow Icon, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.



Here, the Nat Geo Yellow Icon frames a meaningful part of the image in 3-D space.



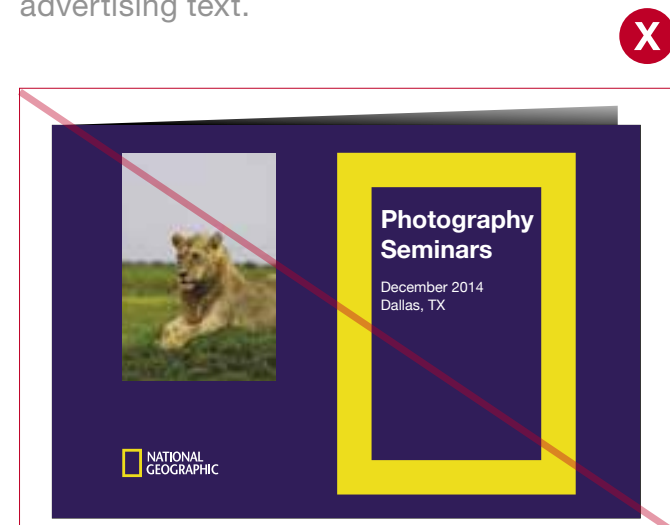
Here, the Nat Geo Yellow Icon frames a meaningful part of the image in 2-D space.



Do not use the Nat Geo Yellow Icon to frame promotional language or advertising text.



Do not use the Nat Geo Yellow Icon to frame promotional language or advertising text.



Do not use the Nat Geo Yellow Icon to frame promotional language or advertising text.

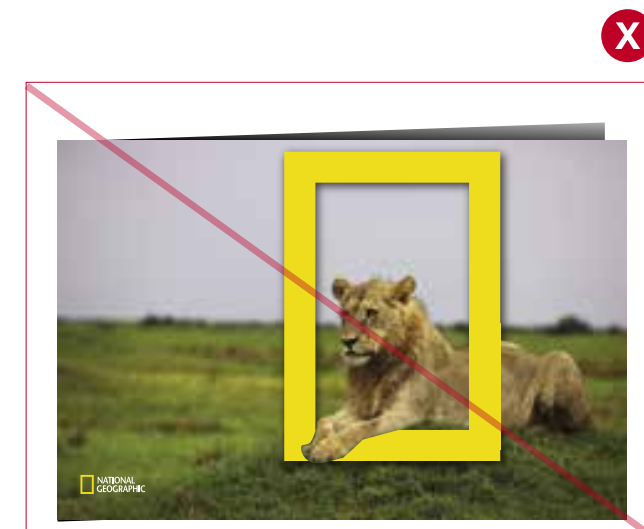
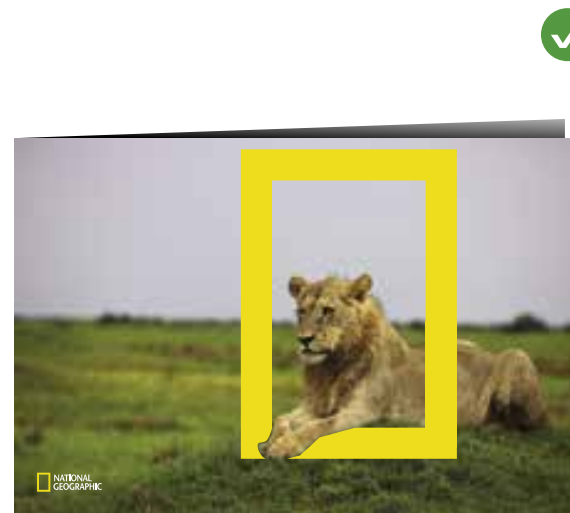
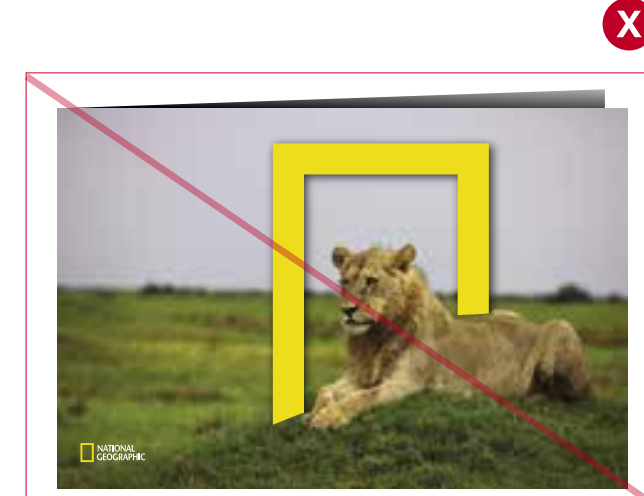
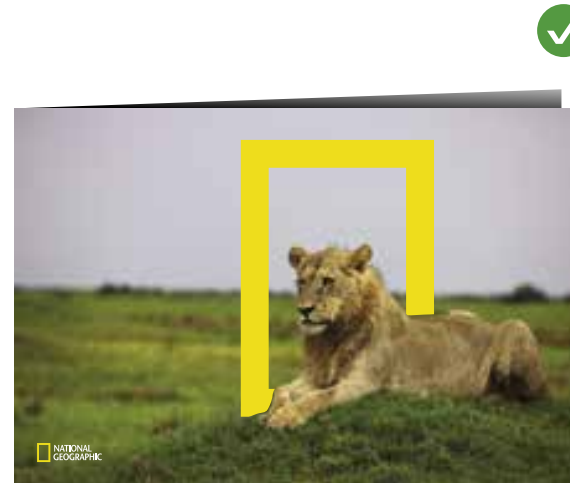
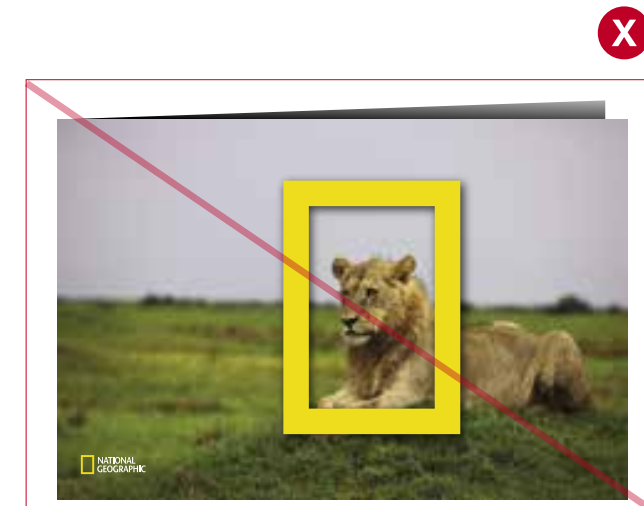
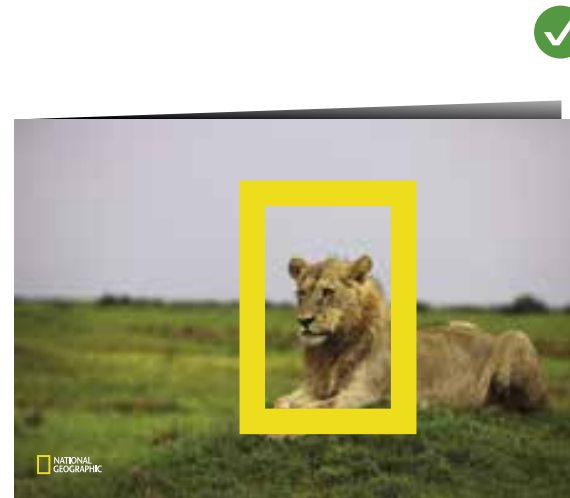
Using the yellow icon

Execution in 2-D

Execution matters. When the Nat Geo Yellow Icon is incorporated as a layer, it must be in a realistic manner, using proper angles, lighting, and placement.

The drop shadows in these images are not realistic.

For in-depth instructions on how to properly use the Yellow Icon, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.



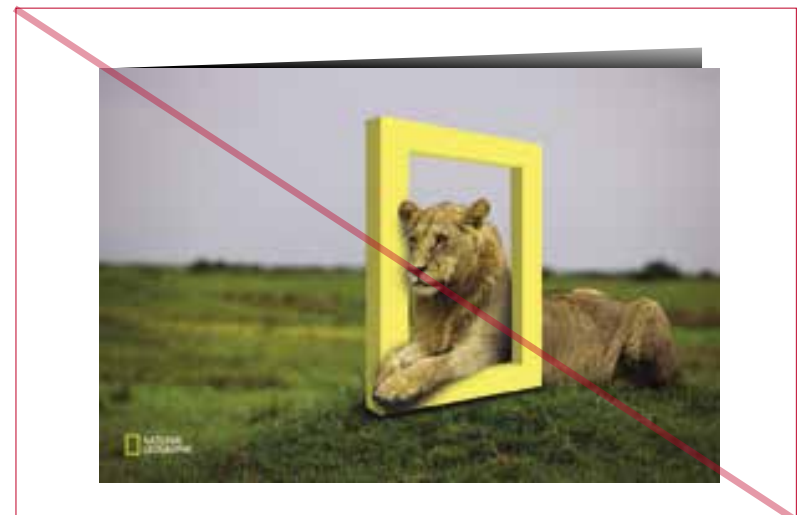
Using the yellow icon

Execution in 3-D

Execution matters. When the Nat Geo Yellow Icon is incorporated as a 3-D layer, it must be in a realistic manner, using proper angles, lighting, and placement.

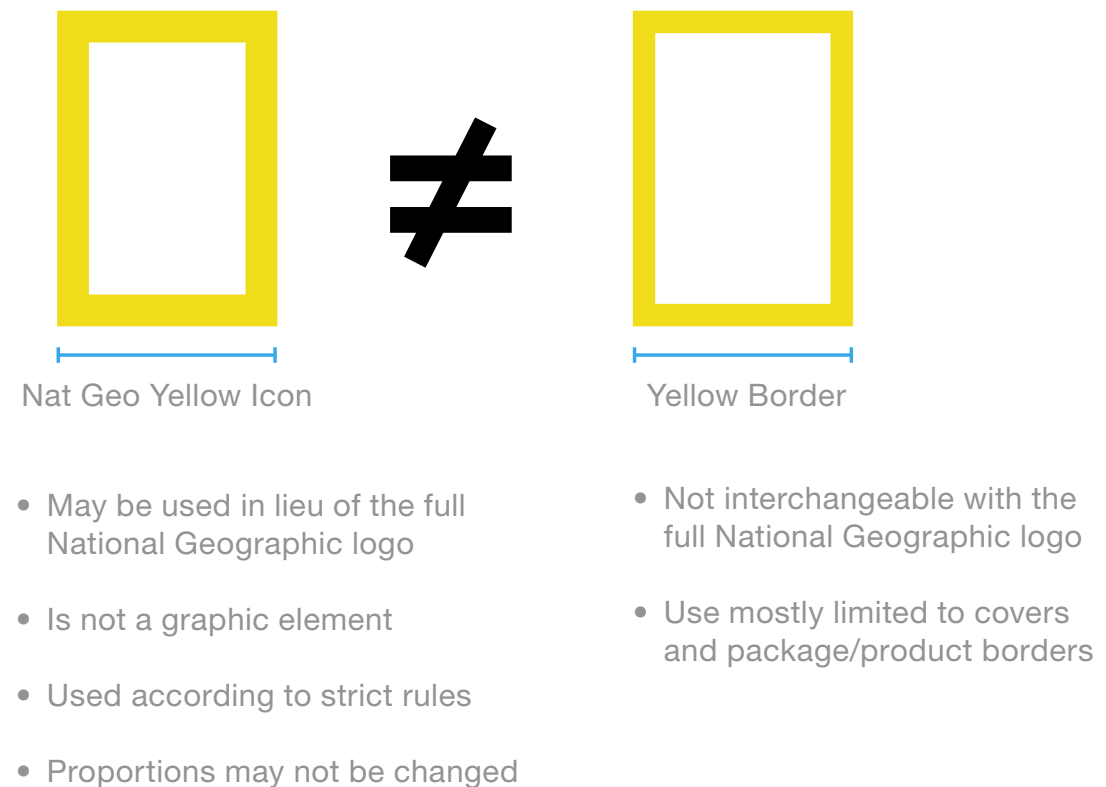
The lighting, coloring, and positioning in these images are not realistic, accurate, or even physically possible.

For in-depth instructions on how to properly use the Yellow Icon, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.



Using the yellow border

As previously stated, while the National Geographic Yellow Icon is based on the yellow border of *National Geographic* magazine, the two shapes are different and not interchangeable.

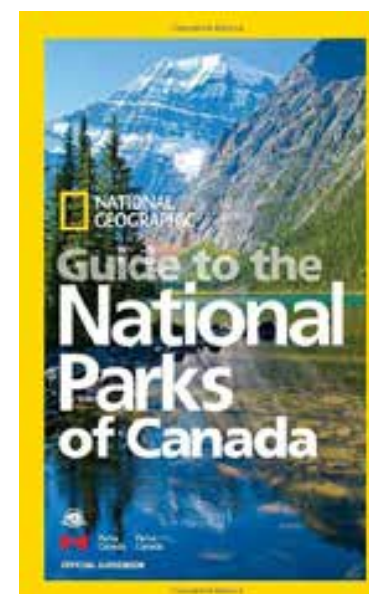


For in-depth instructions on how to properly use the Yellow Border, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.

How to use the yellow border

A yellow border is used primarily to identify National Geographic magazines, books, and other products. Yellow border proportions are not fixed and may vary. The border can be longer, shorter, or taller to accommodate its contents, but the thickness should always approximate the most commonly used products.

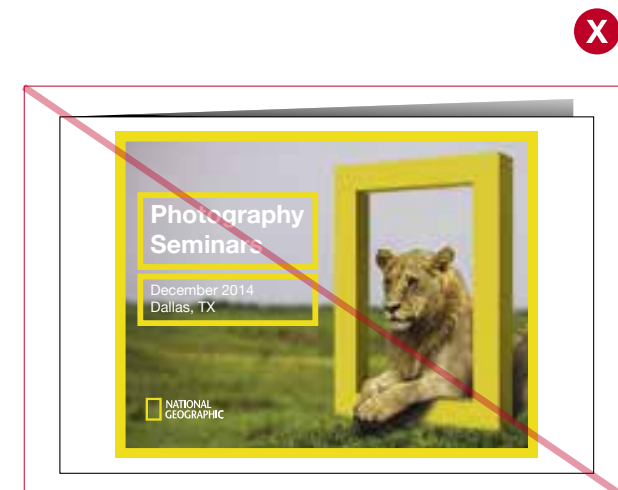
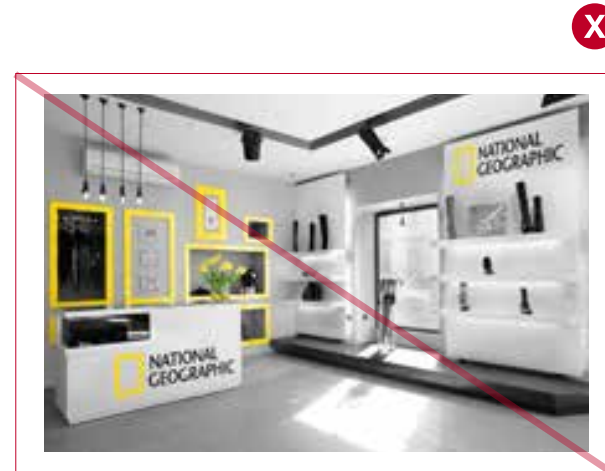
Non-product applications of the yellow border must be approved by National Geographic brand leadership. Contact brandmarketing@ngs.org.



For in-depth instructions on how to properly use the Yellow Border, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.

How not to use the yellow border

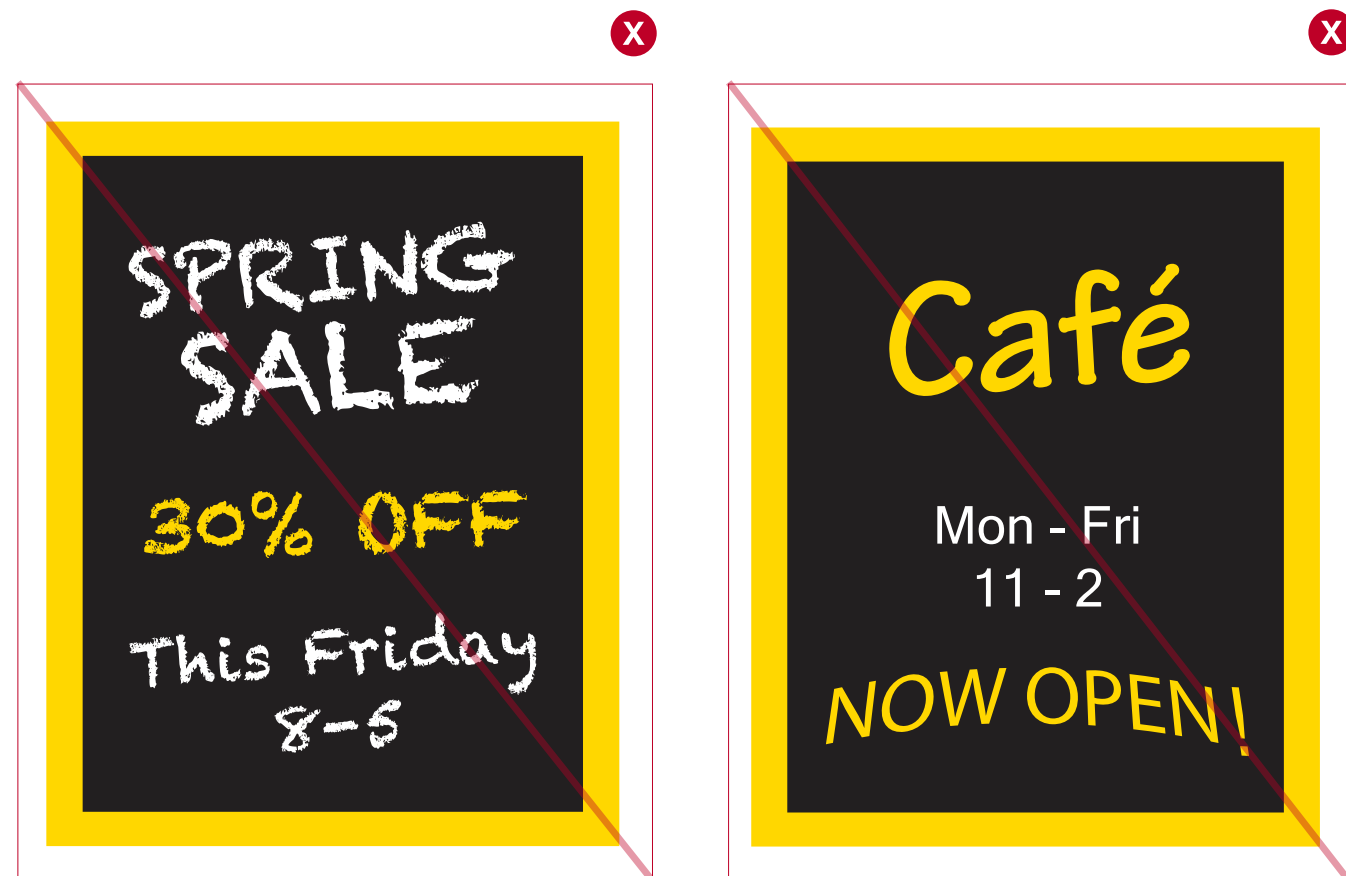
Avoid creating yellow borders in proportions too similar to the National Geographic Yellow Icon; there should be no confusion. Don't detract from the Nat Geo Logo or the Nat Geo Yellow Icon with overuse of yellow borders. Use yellow borders sparingly.



For in-depth instructions on how to properly use the Yellow Border, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.

How not to use the yellow border (cont.)

Do not use yellow borders to frame or surround promotional language, signage, advertising, or menus.



For in-depth instructions on how to properly use the Yellow Border, please refer to the National Geographic Brand Design Overview for Licensees found at natgeobrand.org.



Using color effectively

Outside of the context of the Nat Geo Yellow Icon, color is not a primary identifier of our brand. Regardless, it is vital that we use color effectively and strategically. Here is some guidance on using color to support our brand.

- **Don't overpower imagery**
with your color selection or use.
- **Choose colors that complement**
your imagery and content.
- **Use yellow sparingly**
as an accent color.
- **Be thoughtful and effective**
in your use of color.
- **You may also use**
gray, black, and white.

You must be conscious of local sensitivities when designing; for example, if the color blue has a negative connotation in the audiences' culture, use green.

Color palette

Always check color in print proofs, as paper, printing techniques, and ink opacity can change color values. When possible, supply your printer with a standard color chip for matching.

Primary colors

PMS	534C / 295U	PMS	349C / 356U	PMS	1615C / 174U
CMYK	100 / 82 / 36 / 26	CMYK	84 / 33 / 100 / 25	CMYK	28 / 76 / 100 / 23
RGB	20 / 56 / 96	RGB	39 / 107 / 53	RGB	151 / 74 / 31
HEX	#143860	HEX	#276B35	HEX	#974A22

Secondary colors

PMS	7462C / 2945U	PMS	7739C / 361U	PMS	7573C / 153U
CMYK	90 / 56 / 0 / 30	CMYK	80 / 15 / 100 / 0	CMYK	25 / 63 / 100 / 12
RGB	0 / 81 / 139	RGB	52 / 158 / 72	RGB	174 / 104 / 39
HEX	#00518B	HEX	#349E48	HEX	#AE6827

Accent colors

PMS	116C / 109U				
CMYK	0 / 13 / 100 / 0				
RGB	255 / 204 / 0				
HEX	#FFCC00				

Black	90%	80%	70%	60%	50%	40%	30%	20%	10%	White
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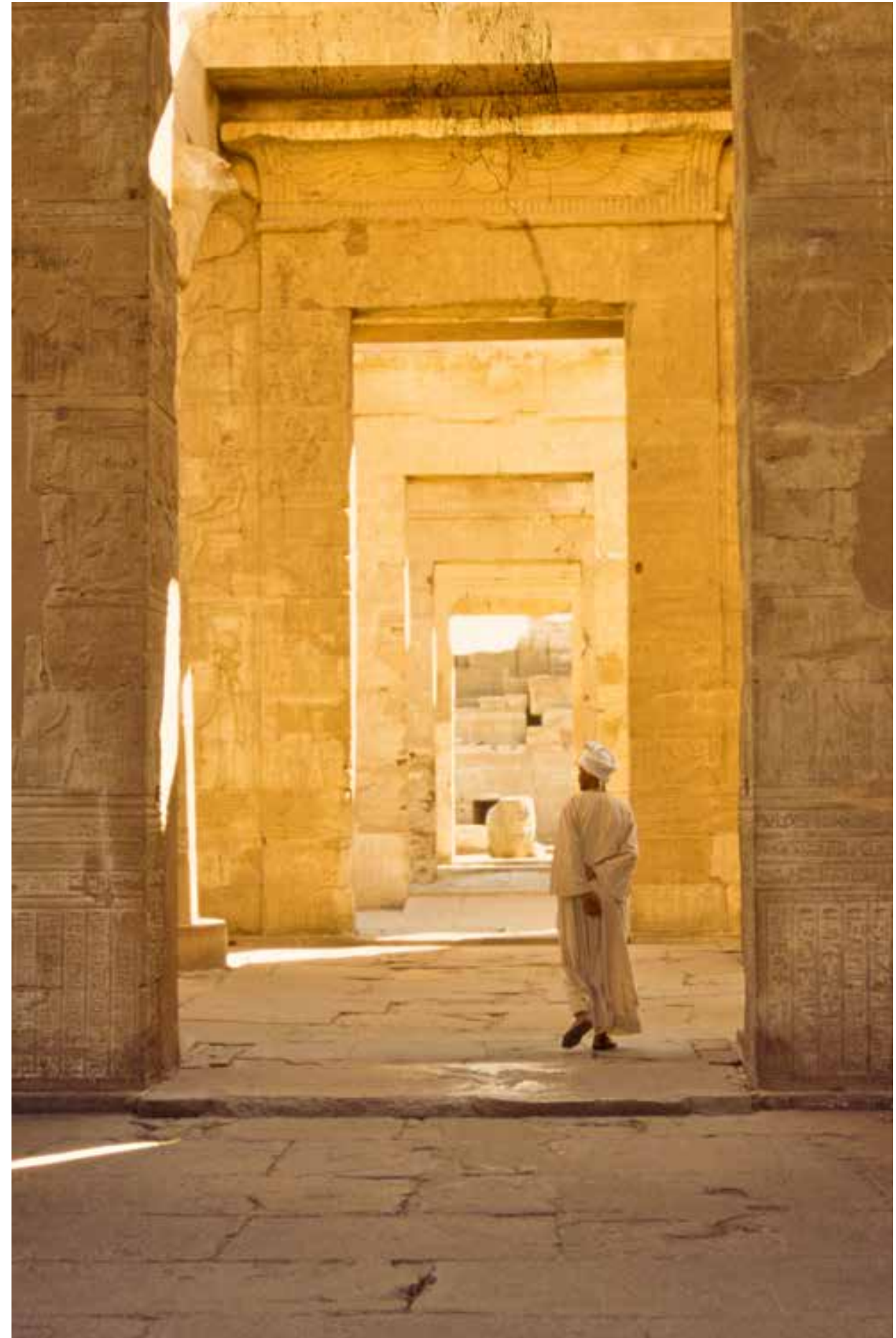
Flag colors

Some of the colors in our palette are inspired by the National Geographic Society flag, which represents the sky (blue), earth (brown), and sea (green). The flag has been carried all over the world in conjunction with exciting expeditions and amazing discoveries. Its colors are a useful component of our brand, and we encourage you to use them as a supporting element in your designs. The flag colors complement the National Geographic Yellow Icon and vibrant, compelling photographs well.



Using yellow effectively

The use of the color yellow can be an effective tool in distinguishing National Geographic products. Overuse of yellow, on the other hand, can diminish the color's effectiveness and detract from the impact of the National Geographic Yellow Icon.



Good yellow, bad yellow

The following examples demonstrate the successful and unsuccessful use of the color yellow.



Yellow is used for an accent wall.



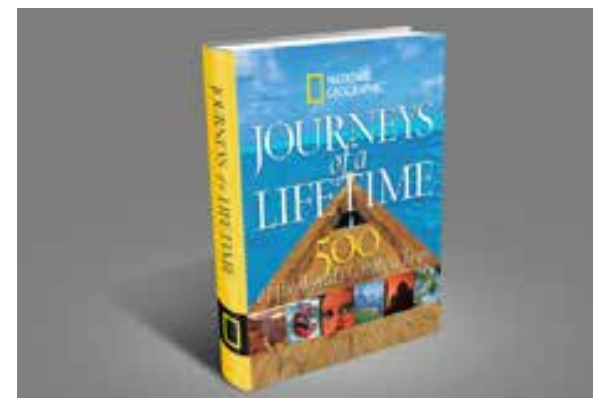
This is way too much yellow.



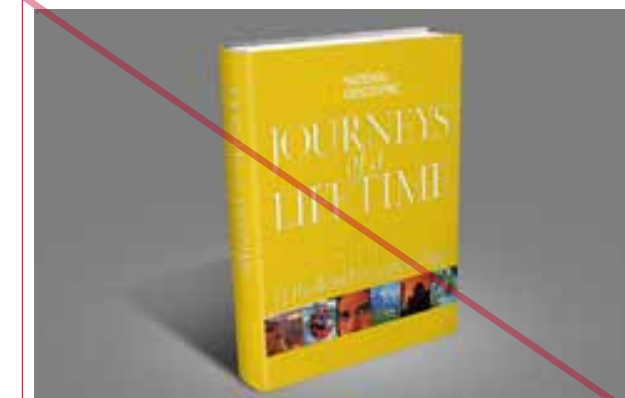
The Nat Geo Logo pops on a black field, and yellow is used as an accent color.



The Nat Geo Logo disappears on an all-yellow field.



The yellow spine of the book complements but does not overpower the photograph on the book cover. It also includes a black field for the Nat Geo Yellow Icon.



This is too much yellow and too much solid color.

Balancing color and photography

The following examples demonstrate the successful and unsuccessful balance of colors and photography. The good examples illustrate the use of the palette colors as an accent to support stunning photography. In the bad examples, color is more of a central focus than it should be. Using the flag colors in stripes creates a muddy appearance.



A scenic landscape photograph of a fjord at dusk. The sky is a mix of soft pinks, purples, and blues. The water of the fjord is calm, reflecting the colors of the sky. Steep, dark mountains rise from the water's edge. A winding road is visible on the right side of the image, with a small red light or marker. In the foreground, a dark, silhouetted tree stands on a rocky outcrop. The word "Photography" is written in a large, white, sans-serif font across the center of the image.

Photography



Photography as brand identity

Photographs are a key element of the National Geographic brand identity.

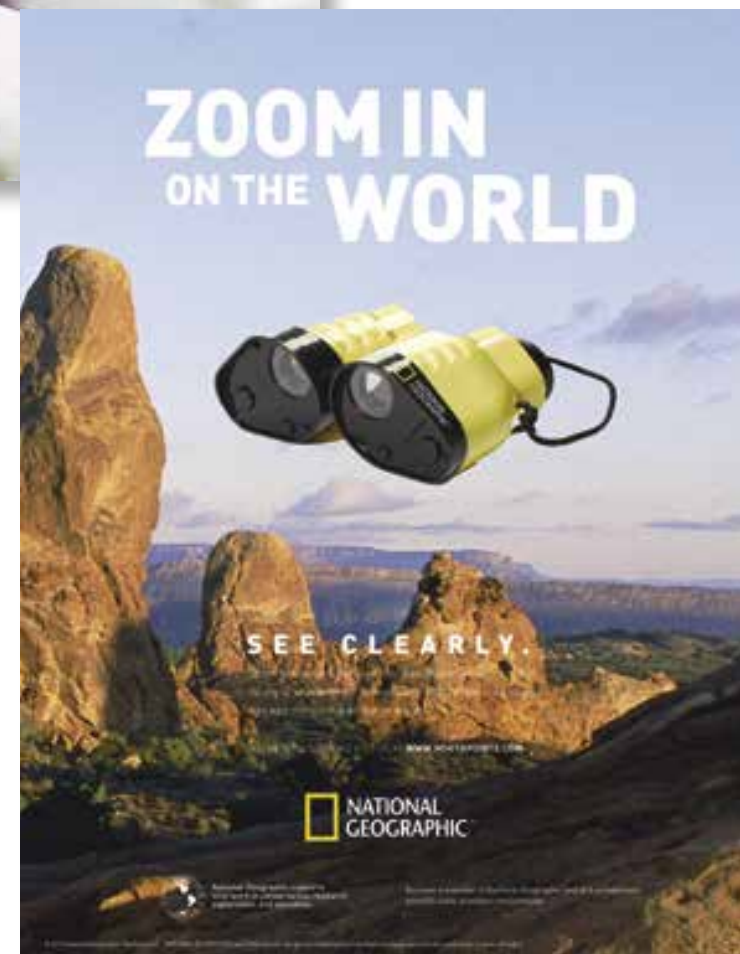
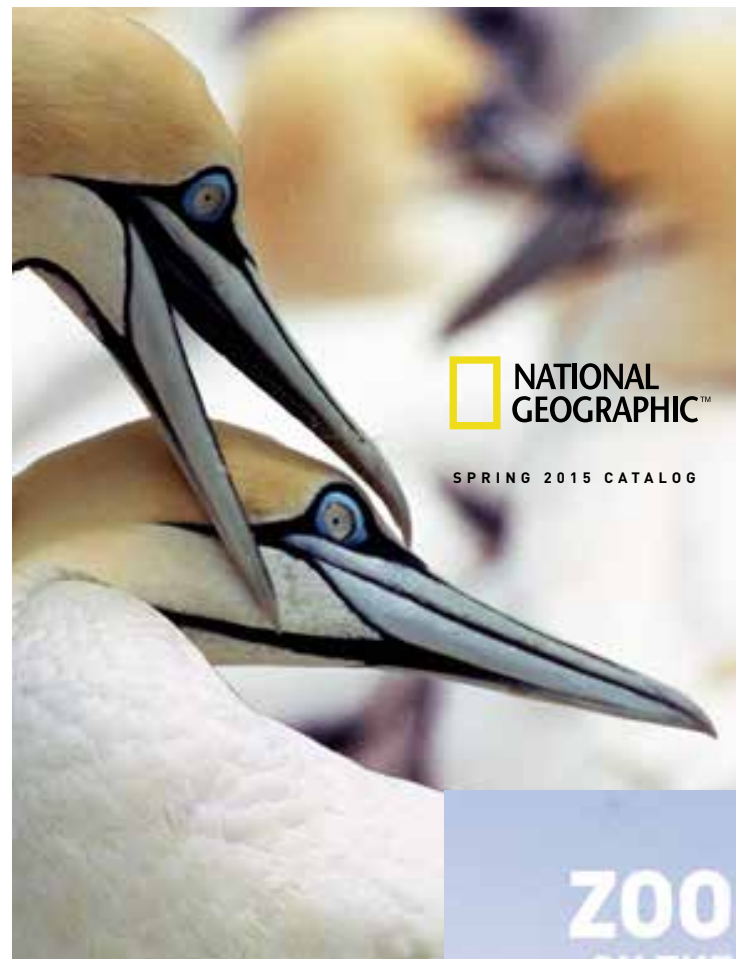
People across the globe associate our brand with the world's best photography: vibrant, moving, extraordinary images that tell a story and transport the viewer to a specific place and time.

In most applications, photographs should be a major visual component of your design. Choose extraordinary photographs that feel authentic and tell a story. Images should reflect our commitment to protect the planet and inspire people to want to make a difference.

Proper use of photography

National Geographic supports ethical photography that accurately represents cultures, ecosystems, and wildlife. The key word is **authenticity**. Always respect photographs as the work of an inspired photographer. Don't utilize extreme cropping or manipulate the photo in any way. Do not digitally enhance or alter your photographs beyond what is needed to achieve realistic color balance and sharpness. If a photograph is manipulated or composited into artwork, be transparent and say so. Please make sure captions are accurate.





Using photography

Allow photography, illustrations, and graphics to breathe; give them space to shine. Visual noise can confuse the viewer and detract attention from areas that are communicating important messages.

There is more latitude for cropping in marketing materials than in other uses, however the key elements of authenticity and accuracy are still crucial. For example, we can't create composite images that may heighten drama, but misrepresent the reality behind the photo (e.g., the image of an African elephant can't be used to illustrate a story about Asian elephants; a mountain in Pakistan can't be used to represent a mountain in China; iconic landmarks like the Egyptian pyramids can't be flipped; etc.).

Using Nat Geo photography assets

Nothing speaks to the power, authenticity, and global spirit of National Geographic more than beautifully curated, stunning images captured by the Society's hundreds of award-winning photographers and artists.

National Geographic has a vast collection of historic and contemporary images and artwork, much of which is available to licensees on either a free or pay basis. While free images do not require payment of rights fees, pay images do have rights fees attached to their usage. These fees vary by use. The licensee is responsible for all rights fees that may be incurred. Please note that both free and pay images may have some associated costs for digital scanning. Please contact your account manager for details.



Typography and Messaging

Typography and marketing fonts

Typography

Typography should be clean, contemporary, consistent, and easy to read.

Fonts

The **Dinot (DIN)** font family and its italic versions have been approved for use in producing National Geographic Brand Licensing marketing materials.

This font is available in five weights: Black, Bold, Medium, Regular, and Light. Any are acceptable, although National Geographic prefers Black or Medium for most uses.

Dinot can be purchased from *fontfont.com*.

DINOT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789

DINOT LIGHT ITAL

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789*

DINOT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789

DINOT REGULAR ITAL

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789*

DINOT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789

DINOT MEDIUM ITAL

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789*

DINOT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789

DINOT BOLD ITAL

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789*

DINOT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789

DINOT BLACK ITAL

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
/(.,:; ?!'-'_+) 0123456789*

Tone of voice and writing style

Tone of Voice

People who interact with National Geographic and our licensed products expect to be spoken to in a real voice—a human voice.

Communications should be like smart conversations with a fascinating, worldly, passionate explorer and friend.

Promote your products without straying into hyperbole. It's fine to say a product is “great,” but saying it's the “best product ever” slips over the line of believability.

Focus on facts, particularly unique or surprising facts related to the product or its use. For example, if you're promoting a tent, you may want to include some fun facts about mountains or camping.

Avoid writing individual words in all caps that fall in the middle of a section of lowercase text. It's the equivalent of shouting. Writing an entire section of text in all caps, such as a product description or a headline, is acceptable. Just don't mix styles in the same section. Consistency is key.

Avoid using excess exclamation points. One or two are fine, but six or seven are not.

Always show or explain how a product relates to National Geographic's purpose to inspire, illuminate, and teach.

Always show or explain how a product supports National Geographic's belief in the power of science, exploration, and storytelling to change the world.

Writing Style

Please use these resources in the order listed below to help you develop clear and accurate copy for packaging and marketing materials.

1. National Geographic Brand Licensing Style Supplement (for copy) (available at natgeobrand.org)
2. National Geographic Style Manual (available at stylemanual.ngs.org)
3. *Webster's Collegiate Dictionary*, 11th edition—Use *Webster's* first spelling, first definition; follow for hyphenation and syllable breaks.
4. National Geographic magazines, books, atlases, and other publications
5. *Chicago Manual of Style*, 16th edition (except press releases, which should follow *The Associated Press Stylebook*)

Notices and credits

The following notices are required to appear on all marketing materials.

Copyright Line and Trademark Notice

© 2XXX National Geographic Partners LLC.

NATIONAL GEOGRAPHIC and Yellow Border Design are trademarks of the National Geographic Society, used under license. All rights reserved.

(Be sure to fill in the year that the materials are being produced.)

Website Statement

Visit our website: *nationalgeographic.com*.

Photo Credits

If required, photo credits should follow this format:

Photograph by Firstname Lastname/Agency

(Consult the Brand Licensing Photo Researcher to see if you need to include photo credits.)

Support and membership messaging

It is important to remind our customers that their purchase supports the nonprofit work of the National Geographic Society.

Support Statement

Please go to natgeobrand.org to download the seal and message below.



National Geographic supports vital work in conservation, research, exploration, and education.

Membership Statement

The membership statement should be typed on your marketing materials, along with the legal lines on the next page, using an approved font.

Become a member of National Geographic and activate your benefits today at natgeo.com/jointoday.

A photograph of a sailboat on the water with a city skyline in the background during sunset or sunrise. The sky is a warm orange-red, and the water is a deep blue with whitecaps. The city skyline is silhouetted against the sky, with several tall buildings visible. The sailboat is in the middle ground, sailing towards the left.

Retail Environments and Displays

Retail environments

Ambience and attributes

Retail environments that reflect the National Geographic brand are critical to a positive customer experience at the point of purchase for branded consumer products. Creating an on-brand atmosphere can greatly enhance the customer's affinity for and recognition of the National Geographic brand, increasing customer satisfaction and the likelihood that the customer will make a purchase (and come back for more). But how can you create such a positive, branded environment? The following pages will walk you through a few guiding principles to help you embody our brand in your retail environment.

Inspiring atmosphere

When you bring the National Geographic brand to life in a physical space, the experience shouldn't focus on the past—pith helmets and old magazines in the basement are not what we're about today! Instead, the space should remind visitors that this is a new age of exploration—and the National Geographic Society is at the forefront of discovery and cutting-edge science. Shine a light on the vital nonprofit work the Society is doing to reveal how amazing and diverse our world really is. Strive to make your retail environment filled with surprises, awe-inspiring moments, and just plain fun.

Mood

The mood in your retail space should be energetic, friendly, contemporary, real, accessible, adventurous, and should offer a sense of escape.

Aesthetics

The aesthetics of your space should reflect a modern sensibility using natural and sustainable materials. The space should be bright, welcoming, and alive with motion.

Imagery

Images displayed in the space should be bold, dramatic, high quality, and iconic, but not old fashioned.

Key takeaway

Visitors to your retail space should think, “My National Geographic experience today was exciting, relevant, forward-looking, and fun!”

Retail environment types

There are many types of National Geographic retail outlets and experiences, which include...

Flagship Store, a full-line National Geographic–dedicated retail space with a café.

Standard Store, a full-line National Geographic–dedicated retail space without a café.

Airport Store, a full- or partial-line National Geographic–dedicated store, with or without a café, located within an airport terminal.

Shop in Shop, a dedicated National Geographic retail section within another major retailer.

Pop-up Shop, a temporary National Geographic–dedicated retail space within another consumer venue, like a mall, but not within another retailer’s space.

Retailer Displays, an individual floor, shelf, gondola, or other display that exists within a retailer’s space that may not be dedicated entirely to National Geographic.

Merchandising

The following pages show good brand practices that should be followed in all of our retail environment types. These pages are not intended to portray required display or retail environment designs. They are intended to provide examples of good brand element use in merchandising, wherever your point of purchase is located.

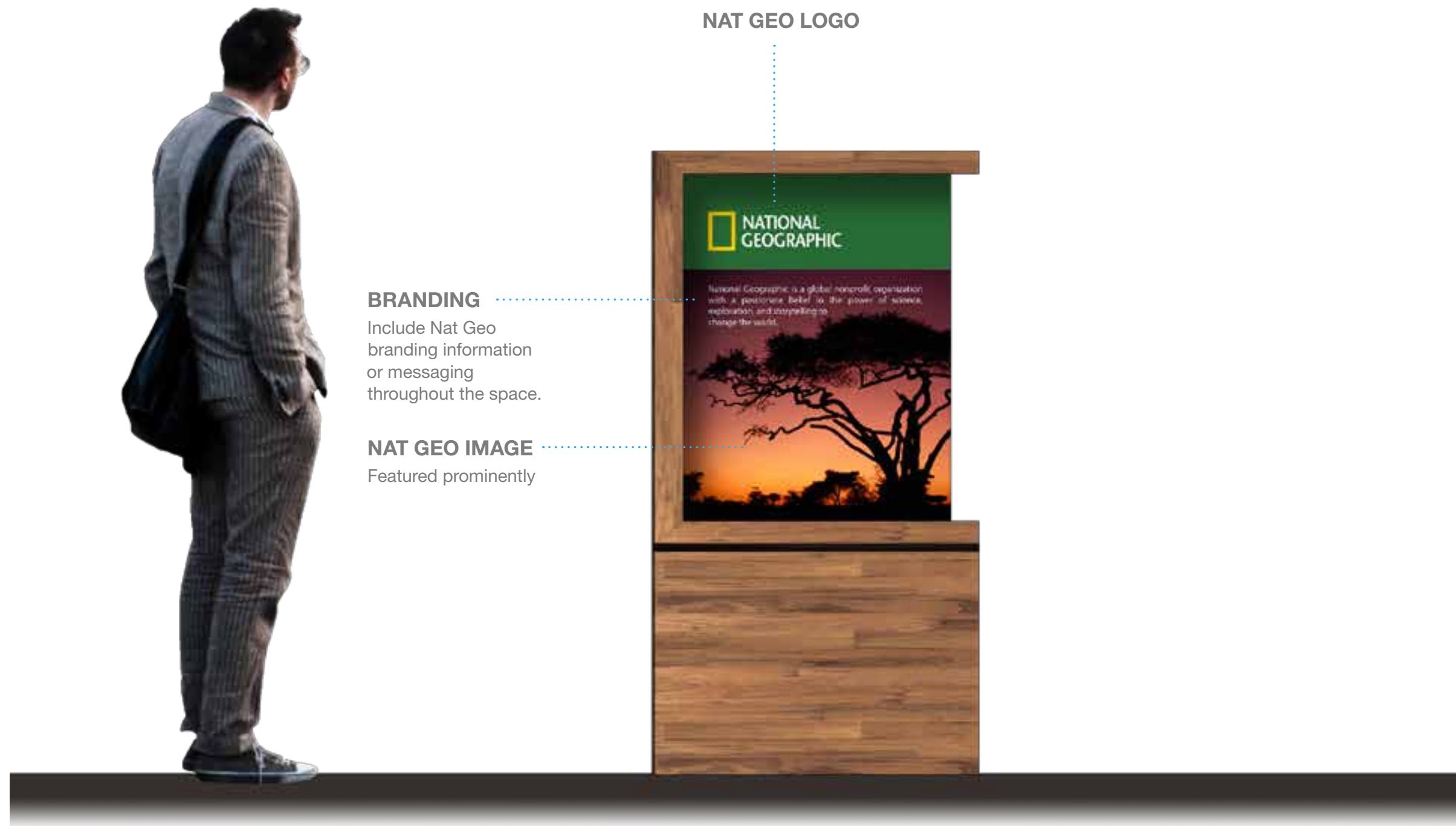
Proper use of branding elements

Good practices



Illustrations of retail environments or displays provided in this style guide are examples of appropriate use of National Geographic branding and are not required retail environment or display design.

Interior store signage



Illustrations of retail environments or displays provided in this style guide are examples of appropriate use of National Geographic branding and are not required retail environment or display design.

Floor and shelf displays

National Geographic licensed products should always be displayed in a way that is reflective of the brand, easily accessible, and with features and content that are easy to understand. You can use a variety of displays and display techniques to showcase Nat Geo licensed products, as long as they follow the good brand practices described within this style guide.



Illustrations of retail environments or displays provided in this style guide are examples of appropriate use of National Geographic branding and are not required retail environment or display design.

Store concepts

The exact design of your retail environment is up to you, but it should fit the context, country, and location of your space. Take your design influences from nature and the heritage and future of National Geographic. Incorporate sustainability and environmentally friendly construction techniques and materials wherever possible. Focus on photography and use technology to support the products and the storytelling aspects of your space. The design of the space should invite people to come in and explore.

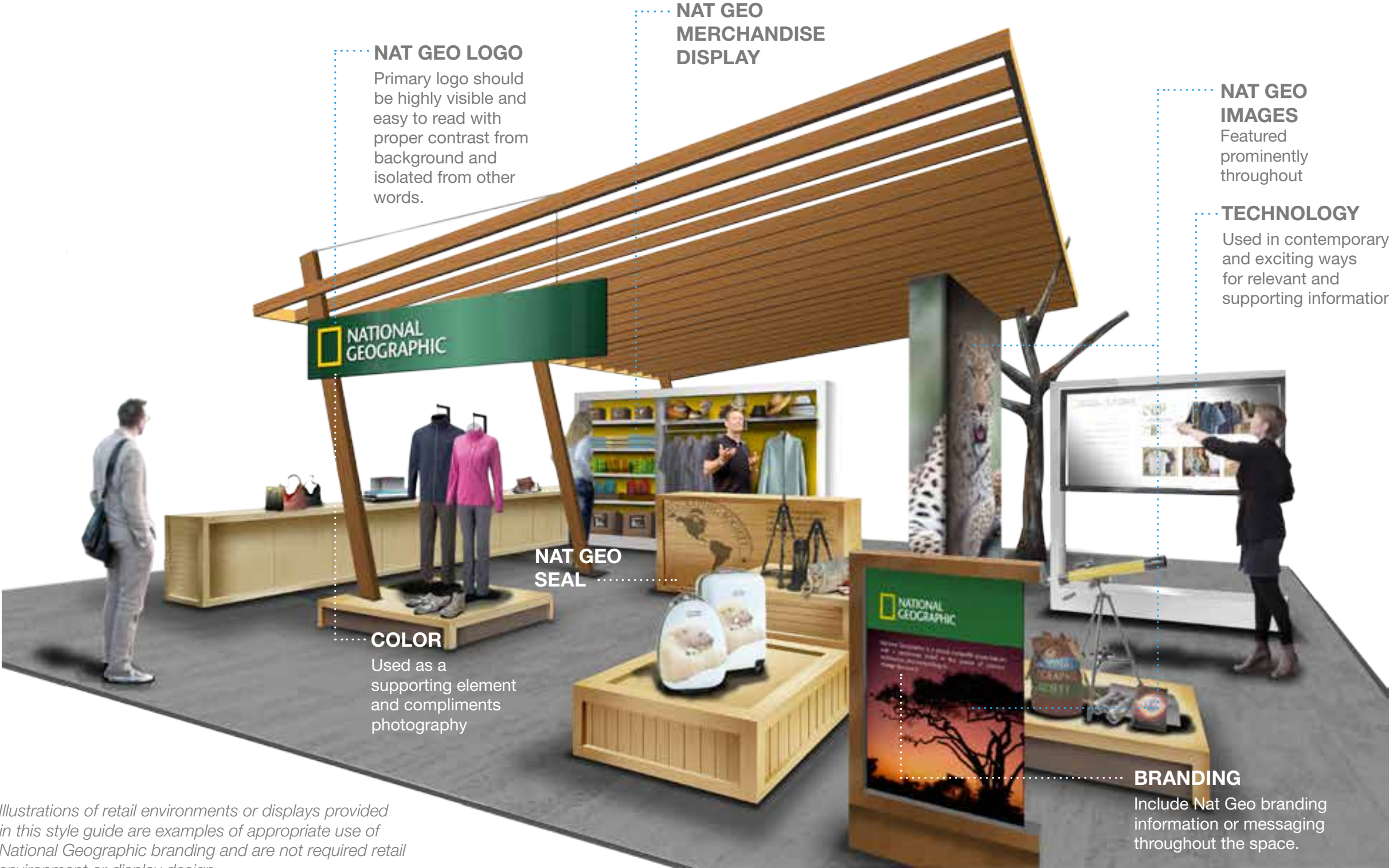


Illustrations of retail environments or displays provided in this style guide are examples of appropriate use of National Geographic branding and are not required retail environment or display design.

Shop in shop



Pop-up shop

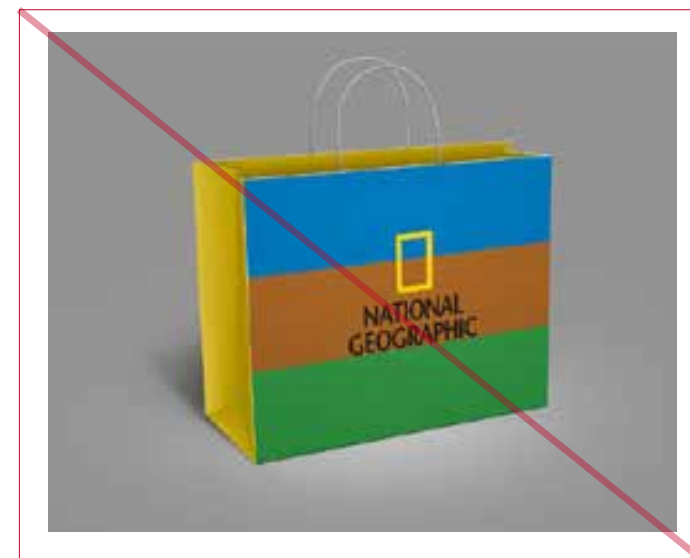
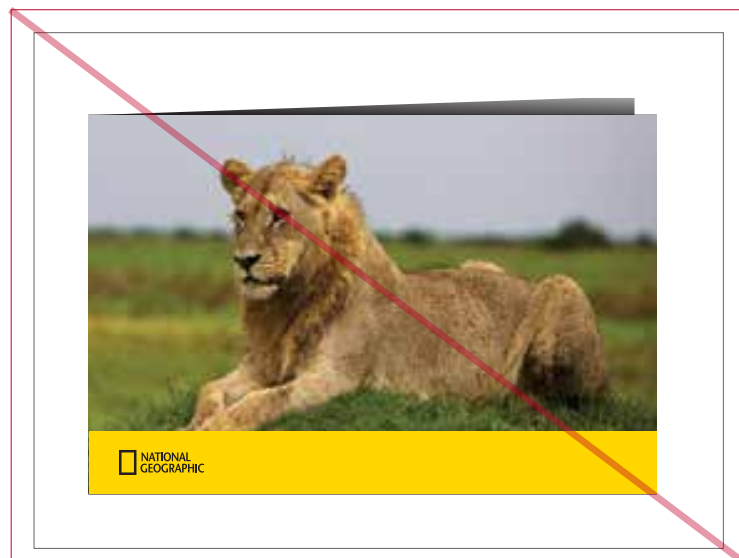


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Promotional materials

Shopping bags, etc.

The following examples demonstrate the successful and unsuccessful use of branding on promotional materials. The Nat Geo Logo pops on a black field, and yellow is always used as an accent color. Do not use the National Geographic Logo on a busy background or on a background that does not contrast the Logo. Also, the all-white and all-black Nat Geo Logos may only be used for single-color print applications.



Retail store staff guidelines

Every National Geographic retail store licensee should provide a store manual for its employees that covers the basic retail services required, based on the store's location and context. The manual should cover subjects like staff training, brand immersion, customer service, purchase and return policies, and appropriate attire depending on location and local custom. The manual's content should be culture-centric and should reflect the National Geographic brand in a positive way. The store manual will need to be submitted to National Geographic Brand Licensing through the standard National Geographic Approval Process for review and approval.



Additional Information

Frequently asked questions

Q: Why should I follow these guidelines?

A: Please adhere to these guidelines so we can maintain a consistent look and feel for all National Geographic licensed products and marketing materials across all of our different product categories.

Q: Can I use the Yellow Icon as a graphic element on my marketing materials?

A: Yes, the Nat Geo Yellow Icon can be used as a graphic element in your marketing materials, provided you follow the usage rules starting on page 17.

Please talk to your Brand Licensing account manager for more information on this topic.

Q: Can I use yellow as the background color for my marketing materials?

A: Yellow should only be used as an accent color. Only use the colors from the primary and secondary palettes as background colors. We also encourage use of photography as a background, following the guidelines outlined in this document.

Q: How do I know which hemisphere of the seal to use as part of the Proceeds Statement?

A: If your product will primarily be sold in North or South America, use the Western Hemisphere seal.

If your product will primarily be sold in Europe, Asia, Africa, or Australia, use the Eastern Hemisphere seal.

If your product will be sold worldwide, you may use the double seal.

Q: Can I include design elements on my marketing materials other than those specifically listed in these guidelines?

A: Yes, as long as they align with our brand and reflect the look and feel of our marketing materials. If you are unsure about the element you wish to include, talk to your Brand Licensing researcher or project manager.

If you include an element that we feel does not reflect our brand, we may ask you to redesign or remove the element.

Q: Who should I contact if I have further questions?

A: Contact the National Geographic Brand Licensing account manager you are working with.

Contact

Contact Information

If you have questions about this style guide or need further information, please contact your National Geographic account manager.

