



NATIONAL AEROMODELING CHAMPIONSHIPS 2024



PRESENTED BY



# ESSENTIAL BRANDING GUIDE

## The Primary Logo



This is the Primary Logo for the 2024 National Aeromodeling Championships, known as "Nats". This logo should be used whenever, and wherever possible when representing the 2024 Nats. The Centennial Era, Du-Bro, and AMA logos must be included in the logo. **DO NOT** attempt to alter, transform, or edit the logo in any way shape or form.

- The logo style represents the 1950s-70s era of aeromodeling, and was inspired by signage and logo design of that era.
- The three stars in the logo represent each major discipline of model aviation: control line, radio control, and free flight.

## The Secondary (Horizontal) Logo



This is the secondary version of the 2024 Nats logo. This logo should only be used in cases where the Primary logo would be illegible or otherwise cannot be used. The Centennial Era, Du-Bro, and AMA logos must be included in the logo. **DO NOT** attempt to alter, transform, or edit the logo in any way.

- This version is commonly used for letterhead, website banners, and other mediums in which the brand should be quickly referenced.

## Font- Atrament & Aleo

Colors-



#0076BB



#ED2124



#FFFFFF