

New Chapter Brand Guide: **Logos**

The New Chapter Logo must be visible on all products and materials associated with the New Chapter company. Please contact your Account Executive if you have any questions on its usage.

The New Chapter Logo

has been modified by the addition of the Book-Leaf – a simple, iconic design created to strengthen and better represent the New Chapter brand.

The logo should not be modified under any circumstances.

Pantone® 266 is the logo color; the Book-Leaf is 50% 266.

When possible, the logo should be used on a clean, white background; the purple rectangle can be used in circumstances where the background is busy and some separation is needed for brand recognizability.



**New Chapter Logo
(ncl001.ai)**



**New Chapter Logo w/Wisdom
(ncl002.ai)**



**New Chapter Logo Purple
(ncl004.ai)**



The Book-Leaf Logo

Newly created for New Chapter, the Book-Leaf symbolizes the understanding of nature through study, research and wisdom. The Book-Leaf should never appear in solitaire but always in unison with the New Chapter name.



**New Chapter Organics Logo
(ncl003.ai)**



**New Chapter Organics Logo Purple
(ncl005.ai)**