



# Brand Guidelines

Version 4.1

Published March 2025

PHOTO: JOSH VAN OMMEREN



# What is this document?

The NWTF Brand has been carefully crafted. For the Federation to reach its greatest potential, it is imperative that we look and feel like one entity, united on behalf of our mission. This document captures key assets and usage guidelines that will help ensure we are cohesive and consistent, regardless of the member touchpoint.

For questions, reach out to Rebecca Pepper at [rpepper@nwtf.net](mailto:rpepper@nwtf.net).

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# Our Mission

*The NWTF is Dedicated to the  
Conservation of the Wild Turkey  
and the Preservation of our Hunting Heritage.*

# Our Vision

*A Nation United by the  
Life-Changing Power  
of the Outdoors.*





# Brand Fundamentals

## What are Brand Fundamentals?

The foundational DNA of a brand are its Brand Fundamentals. Though they may not be seen by the public in this form, they are the blueprint from which the brand gets its guidance as it crafts everything it says, does and associates with. Based in our mission and values, they represent a distilled collection of ideas and principles that we want people to associate with the National Wild Turkey Federation.

## Our Brand Purpose

The high-level reasoning behind our brand, separating us from all others.

- ▶ NWTF exists to be the leader in conservation of the wild turkey and preservation of our hunting heritage by bringing together people who are passionate and steadfast about keeping American wildlife flourishing.

## Our Core Brand Equity

The high-value, uniquely identifying quality that consumers associate with our brand.

- ▶ The soul of the American hunting lifestyle.

## Our Brand Promise

The high-order, differentiating, emotional or rational benefit(s) a brand delivers at every touchpoint.

### ▶ We guarantee every NWTF endeavor will possess:

- **Scientific Basis** – a grounding in sound principles based on the best available empirical evidence.
- **Openmindedness** – an attitude and approach welcoming of all people and ideas that support conscientious wildlife-oriented lifestyles.
- **Altruism** – selfless generosity based on our gratefulness for being granted a role within nature.
- **Mutuality** – equal consideration to the well-being of wildlife and people through a lifestyle that best benefits both.
- **Pragmatism** – respectful of the well-beaten path to success yet open to new proven methods.
- **Reverence** – respect for natural laws, divine principles and the gift of all life.

## Our Brand Character

An idealized personification of the brand that is both inspiring and differentiating.

- ▶ Warm and knowledgeable outdoorsmen/women rooted in science, an unwavering sense of gratitude and the potential of working together.

## Our Points-of-Differentiation

A meaningful sub-element or feature of our brand that differentiates us from our competitors.

- ▶ The only conservation organization dedicated to the health of hunting practice as a means of sustainable sustenance and a grounded lifestyle (Body and Spirit).
- ▶ The only conservation organization with a focus on the complete well-being of all American wildlife (Habitat to Harvest).
- ▶ Foundational importance on divine faith and the sacredness of family (Creation and Sharing).



## Brand Positioning & Tagline

# Healthy Habitats. Healthy Harvests.™

The NWTF prioritizes the sacred relationship between all of wildlife and humans, encouraging a lifestyle which respects this balance as an everyday lifestyle choice. It is our privilege and our responsibility as humans.





# Our Logo



## Logo Elements, Primary and Secondary Applications

The NWTF identity elements are designed to represent the Federation in any number of branded and co-branded applications. You have the flexibility to choose which version best suits your need. However, other than the elements documented in this book, no other alterations or variations will be approved.

The logo must be applied consistently and cohesively regardless of application, be it on a national, state or local level. By doing so, our logo will become a prized asset that increases in value over time.



PRIMARY EMBLEM

nwtf®

PRIMARY LOGOTYPE



PRIMARY LOGO



National  
Wild Turkey  
Federation



SECONDARY LOGOS

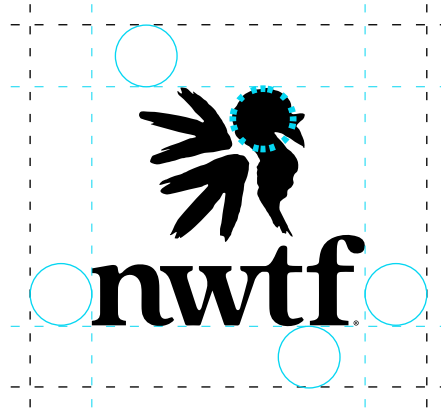


## Safe Area / Minimum Size Requirement / Emblem

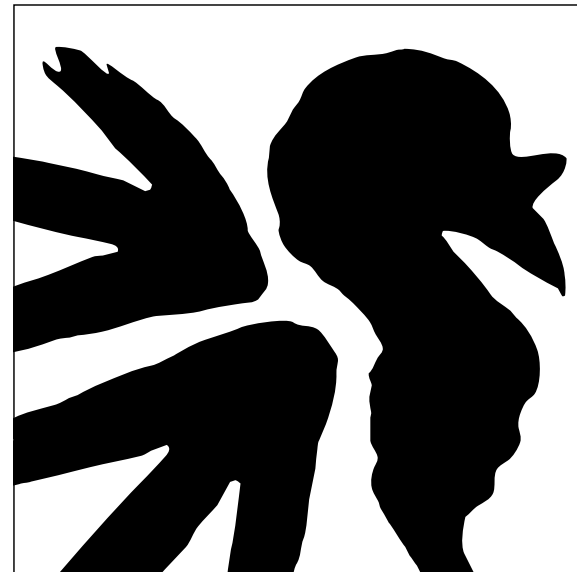
Adherence to a “safe area” around the logo, free of other graphics, helps ensure that our logo will maintain prominence and legibility. Use an area that’s approximately the size of the turkey head to determine the safe zone around the logo.

Legibility of our logo is critical and a minimum size has been established. As an easy reference, don’t make the emblem smaller than a penny (about 3/4” or 50 pixels for digital applications).

The emblem can be used as a large graphic in a way that crops the logo. This is most often used as a supplement to a Primary or Secondary logo. The wings can be cropped, but do not crop the head. Ensure the cropped emblem remains recognizable.



**MINIMUM SIZE:**  
About 50 pixels or 3/4 of an  
inch in emblem height.







# Our Colors & Fonts

PHOTO: JEFF SILHAN







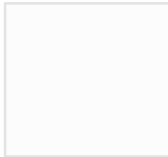
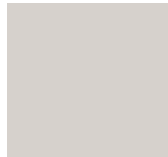
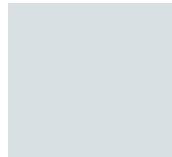
# Brand Colors

The use of color within the overall look and feel of the NWTF is encouraged. Any nature-inspired, earth-tone color is acceptable for use in branded applications. That being said, we have aligned on a set of base colors and primary accent colors for use as a starting point.

Our base colors are black, gray and white (Onyx, Charcoal, Snow). The set of lighter colors (Sand and Mint) can be used as background colors, if needed.

These additional accent colors represent the types of nature-inspired, earth tones that are appropriate for use with our brand. Bright and vivid colors, neon and soft pastel colors are generally not appropriate for our brand.

## Base Colors

				
<b>Onyx</b>	<b>Charcoal</b>	<b>Snow</b>	<b>Sand</b>	<b>Mist</b>
PMS: Black 6	PMS: 447	PMS: None	PMS: Warm Gray	PMS: 7541
#101820	#373A36	#FDFDFD	#D7D2CB	#D9E1E2

## Earth-Inspired Color Examples

				
<b>Cranberry</b>	<b>Brick</b>	<b>Red Rock</b>	<b>Clay</b>	<b>Sand</b>
PMS: 7419	PMS: 1815	PMS: 7581	PMS: 7574	PMS: 7530
#B04A5A	#7C2629	#864A33	#9E6A37	#A39382
				
<b>Bark</b>	<b>Olive</b>	<b>Mint</b>	<b>Dill</b>	<b>Grass</b>
PMS: 7532	PMS: 7736	PMS: 4182	PMS: 4214	PMS: 5743
#63513D	#4b5a4a	6A7866	#5B7954	#3E4827
				
<b>River</b>	<b>Indigo</b>	<b>Smoke</b>	<b>Berry</b>	<b>Rosewood</b>
PMS: 4137	PMS: 2380	PMS: 446	PMS: 7448	PMS: 4091
#475D76	#28334A	#3F4443	#4B384C	#7B605E



## Headline Fonts / Body Copy

Please use the font Quincy CF for all headlines, and Montserrat for all body copy in official written communications.

To obtain access to these fonts, please send an email request to Rebecca Pepper at [rpepper@nwtf.net](mailto:rpepper@nwtf.net).

# Quincy

### Headline Copy

---

**Lorem ipsum dolor sit  
amet eu dolore perspiciatis.**

**Lorem ipsum dolor sit  
amet eu dolore perspiciatis.**

**Lorem ipsum dolor sit  
amet eu dolore perspiciatis.**

### Specifications

---

**Font Size: Bigger the Better**  
**Line Leading: Tight**  
**Tracking: -35**

### Font Weights

---

**Quincy Black**

Quincy Text

**Quincy Extra Bold**

Quincy Regular

**Quincy Bold**

Quincy Light

**Quincy Medium**

Quincy Thin

# Montserrat

### Body Copy

---

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua.

### Specifications

---

**Font Size: 9pt**  
**Line Leading: 18pt**  
**Headline Tracking: -20**  
**Body Copy Tracking: 0**

### Font Weights

---

**Montserrat Black**

**Montserrat Extra Bold**

**Montserrat Bold**

**Montserrat Semi Bold**

Montserrat Medium

Montserrat Regular Montserrat Light

Montserrat Extra Light

Montserrat Thin





# State & Local Chapter Logos



## Primary State & Local Chapter Logos

In order to create a cohesive look and facilitate this consistency, we have chosen to redesign the system of state and local chapter logos. Moving forward, all state and local chapters will be given a new logo derived from our master brand. We will no longer accept logos for state and local chapters outside of what is provided.

Every state has been issued a new logo mark to be used in all state applications where the primary NWTF logo isn't ideal. Each of these logo marks is derived from the master brand logo and all the same rules and guidelines apply.

The logo toolkit contains multiple formats of the state chapter logos for each state, in both black and white. For merchandise and promotional applications, additional colors may be used, but with discretion.

Additionally, for specific applications, local and collegiate chapters may use a logo variation that represents the chapter name as the primary focus.



PRIMARY LOGO:  
**NATIONAL LEVEL**



PRIMARY LOGO:  
**STATE LEVEL**



**South Carolina**  
National Wild  
Turkey Federation



PRIMARY LOGO:  
**LOCAL LEVEL**



**South Carolina**  
Marion Burnside  
Central Carolina Chapter





## Secondary & Tertiary State Chapter Logos

There are two secondary treatments and three tertiary treatments of the state chapter logos.

The first option displays the logomark and state name side by side, making it ideal for left-justified applications. The second option vertically stacks and centers the state name with the turkey emblem, providing a more balanced look for designs that benefit from a centered alignment.

For the tertiary treatments, the first option integrates the NWTF turkey emblem within a wild turkey breast feather, designed exclusively for state-level gear and merchandise. The second option abbreviates the state name for a more compact lock-up. The third and fourth options place the NWTF turkey emblem within the state's outline, also created specifically for state-level gear and merchandise.



PRIMARY LOGO:  
STATE LEVEL



**South Carolina**  
National Wild  
Turkey Federation



SECONDARY LOGOS:  
STATE LEVEL



**South Carolina**



**South Carolina**



TERTIARY LOGOS:  
STATE LEVEL



**South Carolina**



**SC**



**SC**



## Local Chapter Logos

The primary logo for local chapters features the state name as the main logotype, followed by the chapter name.

Alternatively, a second logo option prioritizes the chapter name with a heavy font weight, and includes the organization name below.

And finally a third, more simplified, option mirrors the secondary design but omits the organization name.

### REQUESTING A LOGO:

To request a logo for your local chapter, please submit a request through the graphics portal of MMS (Mission Management System).

[CLICK HERE TO REQUEST](#)

#### A PRIMARY LOGO: LOCAL LEVEL



#### B SECONDARY LOGO: LOCAL LEVEL



#### C TERTIARY LOGOS: LOCAL LEVEL







# Applying the Elements





## **Putting it all together.**

The following pages showcase the look and feel of the brand when placed on various applications. Most of the assets you would need for creation of materials on behalf of the NWTF should be available in templated form. If you need custom graphics or materials, please be sure you reference these items and match the design systems as closely as possible.

For questions, reach out to Rebecca Pepper at [rpepper@nwtf.net](mailto:rpepper@nwtf.net).



# Identification on Social Media

Social media platforms can reach millions of people. There is great value in that. But if we all look and sound different, we risk confusing current and potential members.

With our social platforms united under a common design system, we will look and feel like a true Federation.

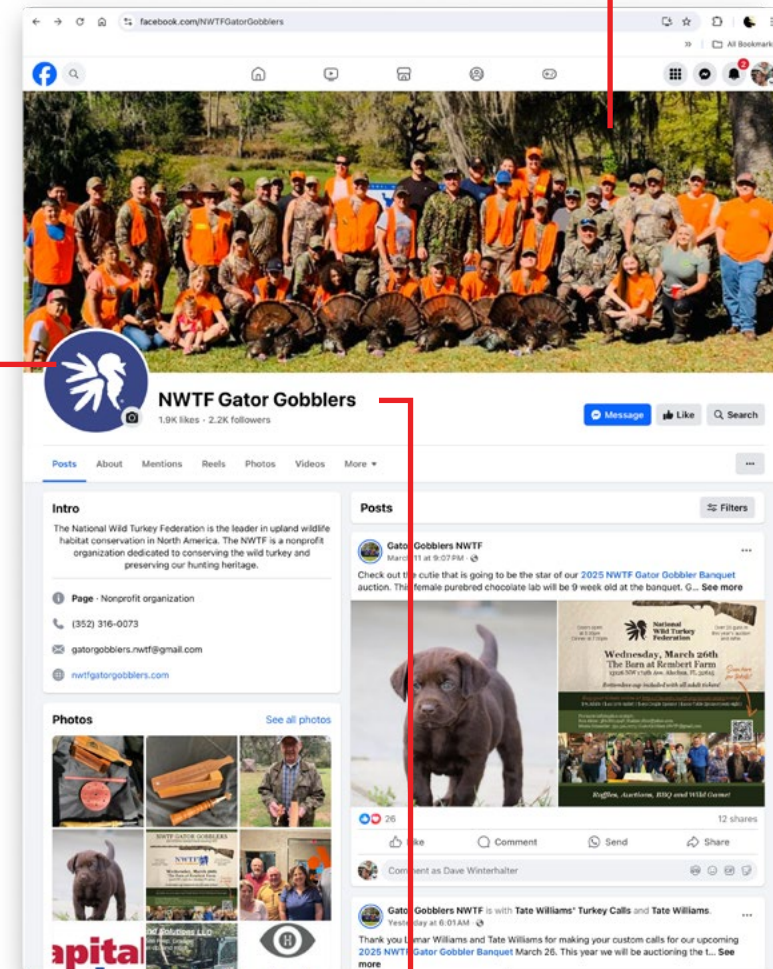


## Profile Images

Use the NWTF Turkey Emblem on a colored background of your choice.

## Header Images

The header image can be switched out periodically to keep the page current and fresh.



## Nomenclature

Identify the national, state or local chapter.



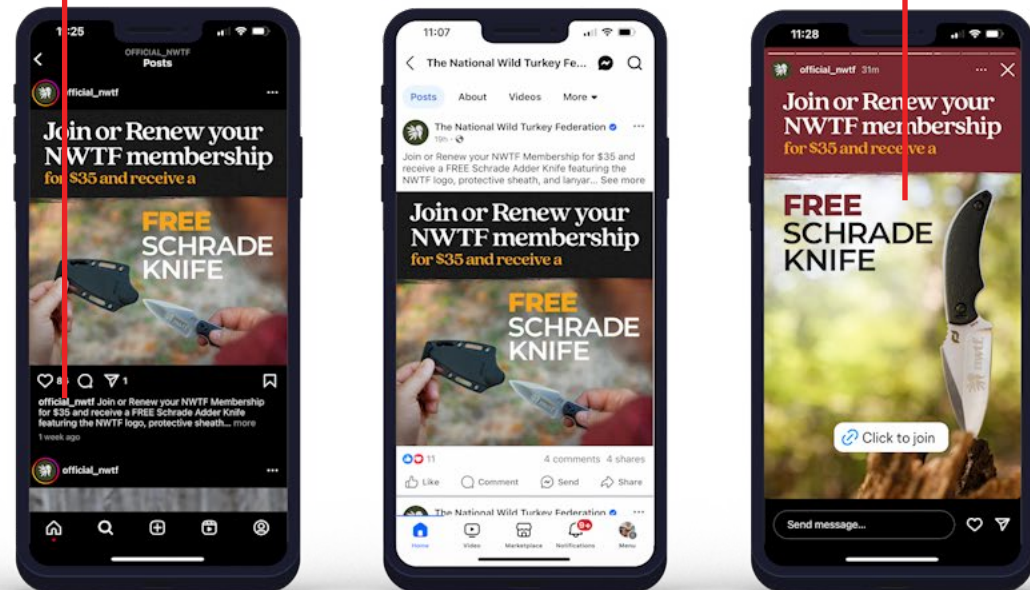


## Social Media Posts

Effective communication and presentation on social media are crucial to our organization's success. When crafting social posts, please follow brand guidelines closely. Use clean, simple visuals to capture attention, saving detailed information for the post's body copy. The goal is to entice viewers to explore further, rather than conveying all details in the image itself.

### Keep it simple.

Reserve most of the communication for the post copy. The image is meant to draw the viewer in to learn more.





Turkey Call  
Brand Publication





**National  
Wild Turkey  
Federation**



**The Batesburg-Leesville Longbeards Chapter**  
**Hunting Heritage  
Banquet**

**Locations:**  
Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor

**Date & Time:**  
Thursday, Sept. 30th, 2022  
Doors Open: 6:00 PM  
Dinner Served: 7:30 PM

**Address:**  
888 Somerset Blvd., Columbus, Ohio, 88888


**For More Information:**  
Contact John Hunter (555) 555-5555 or email at johnhunter@emailaddress.com

**Spend an evening out with friends while  
helping to preserve our hunting heritage.**

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**Healthy Habitats. Healthy Harvests.™**

**National  
Wild Turkey  
Federation**

**Send Registration  
Information To:** Northern Kettles-NWTF  
N 3943 State Road 32  
Sheboygan Falls, WI 53085

**The Northern Kettles Chapter Hunting Heritage Banquet**

**REGISTRATION INFORMATION:**  
First & Last Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**TICKET INFORMATION:** All registration materials, tickets, meal tickets and GOLD CARDS will be held at the door.  

Single Adult Banquet Ticket - \$60 Each	Includes (1) Annual Membership
Couples Banquet Ticket - \$100 Each	Includes (2) Annual Membership + (1) Women in the Outdoors Membership
Sponsor Banquet Ticket - \$250 Each	
Sponsor & Guest Banquet Ticket - \$300 Each	Includes (1) Sponsor Membership + (1) Annual Membership
Youth Banquet Ticket - \$30 Each	Includes (1) JAMES Membership
Boys Ten Table - \$880 Each	Includes (8) Banquet Tickets + (8) Annual Memberships + (1) Table for Eight People + (1) Firearm

Choose One:  
☐ Savage Axis Rifle w/ Scope ☐ 343 ☐ 270 ☐ 308 ☐ 30-06 ☐ 4.5 mm Creedmoor  
☐ Smith & Wesson Semi-Automatic Pistol

**Gold Card - \$125 Each** - One Gold Card is Worth \$75 in Banquet Tickets

☐ Sorry, I can't attend, but please reserve my NWTF Annual Membership for \$35. ☐ Also add (1) JAMES Membership for \$10

**BOSS TOM TABLE - GUESTS**


1	Name: _____	Address: _____
	Phone: _____	Email: _____
2	Name: _____	Address: _____
	Phone: _____	Email: _____
3	Name: _____	Address: _____
	Phone: _____	Email: _____
4	Name: _____	Address: _____
	Phone: _____	Email: _____
5	Name: _____	Address: _____
	Phone: _____	Email: _____
6	Name: _____	Address: _____
	Phone: _____	Email: _____
7	Name: _____	Address: _____
	Phone: _____	Email: _____
8	Name: _____	Address: _____
	Phone: _____	Email: _____

**PAYMENT OPTIONS - PAY BY CHECK OR CREDIT CARD:**  
☐ Check (Payable to NWTF) ☐ Credit Card Card #: \_\_\_\_\_  

Total Enclosed

☐ Visa ☐ Mastercard ☐ Discover

Expiration Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

**Healthy Habitats. Healthy Harvests.™**

**The Batesburg-Leesville Longbeards Chapter**  
**Hunting Heritage  
Banquet**

**Locations:**  
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**For More Information:**  
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**Spend an evening out with friends while  
helping to preserve our hunting heritage.**

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**Healthy Habitats. Healthy Harvests.™**

**National  
Wild Turkey  
Federation**

**The Batesburg-Leesville Longbeards Chapter**  
**Hunting Heritage  
Banquet**

**Locations:**  
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**Healthy Habitats. Healthy Harvests.™**

**Hunting Heritage  
Banquet**

**The Batesburg-Leesville Longbeards Chapter**

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**Healthy Habitats. Healthy Harvests.™**

**National  
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**Healthy Habitats. Healthy Harvests.™**

## Hunting Heritage - Banquet Flyer & Form



State Convention & Awards Banquet  
Tri-fold Flyer + Registration





# Outreach Programs Logos





## Overview

To help build equity in the NWTF as an active organization working to create new and renewed interest in our hunting heritage, we have developed a new system of logos to represent each of our Education and Outreach Programs. These logos work individually and collectively and are designed to feel welcoming, fun and authoritative.

The JAKES logo leverages a more vibrant color palette designed to feel fun and exciting. The WITO logo leverages a more soft and subtle color palette designed to feel inviting. And finally, the Wheelin' Sportsmen logo leverages a more traditional NWTF color palette.

The grayscale variations are only to be used when two or full-color options aren't available.

A

PRIMARY LOGO:  
**JAKES**



GRAYSCALE VERSION:  
**JAKES**



B

PRIMARY LOGO:  
**Women in  
the Outdoors**



GRAYSCALE VERSION:  
**Women in  
the Outdoors**



C

PRIMARY LOGO:  
**Wheelin'  
Sportsmen**



GRAYSCALE VERSION:  
**Wheelin'  
Sportsmen**





## Secondary Logotype

At times, the logotype can be used on its own, particularly when the primary logo is already part of the artwork or when a simpler design is required for items like gear and merchandise.

While we prefer to stick to the primary logo for all outreach collateral and printed materials, a secondary mark has been developed to accomodate this need.

### SECONDARY LOGO





## Sample Executions

On the right, you'll find sample design executions incorporating various elements from the logo. Use this as a visual reference when creating new artwork for NWTF Education and Outreach Programs.





# Logo Usage: Breaking the Guidelines



## What Not To Do with Our Logo...

Use these as common sense examples of what not to do with our logo.



Do not use colors that have not been inspired by our core color palette or use more than one color for the complete logo (unless otherwise approved).



Do not use the logotype without the emblem.



Do not change the orientation of the Turkey Emblem to the logo-type.



Do not go rogue and change the colors of the logo elements outside of what is provided at the state or national level.



Do not settle for insufficient contrast or use the Turkey Emblem and logo-type to mask reveal a background pattern or photo.

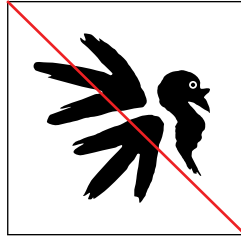




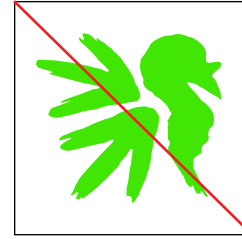


## What Not To Do with Our Logo...

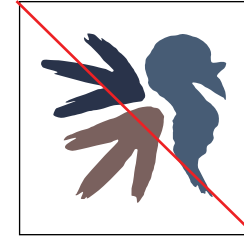
Use these as common sense examples of what not to do with our Emblem.



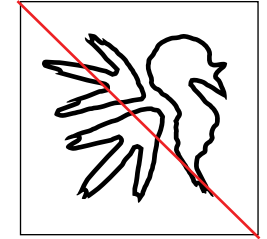
Do not change the proportions of the Turkey Emblem or add features.



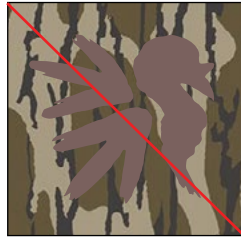
Do not use colors that are not inspired from our core color palette.



Do not change colors of the different part of the Turkey Emblem.



Do not outline the Turkey Emblem. Try to avoid drop shadows.



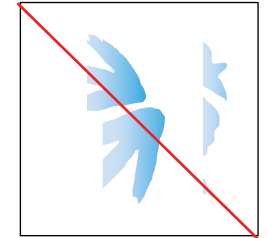
Do not settle for insufficient contrast with the background.



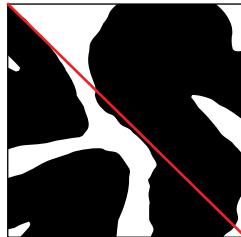
Do not create art out of the Turkey Emblem (i.e. patterns, photos, etc.).



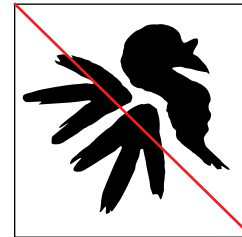
Do not use the Turkey Emblem in a way that obstructs the main photo or background image.



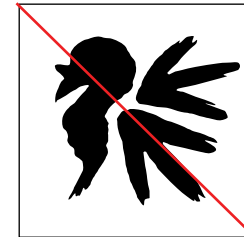
Do not use any type of gradients or special effects.



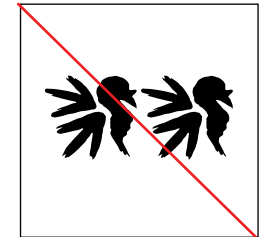
Do not scale and crop the Turkey Emblem beyond recognizability.



Do not rotate the Turkey Emblem.



Do not switch directions the Turkey Emblem is facing.



Do not invite others from the flock to join the party.



## Phasing Out Previous Identities

With the publication of these Brand Guidelines, we have a new standardized approach to visually representing our state and local chapters. All previous logos and/or word marks will need to be replaced with our new logos detailed in previous pages.

Moving forward, the NWTF will not authorize the creation of independent logos and identities for state and local chapters.





## Photo Credit

All images used in printed materials, publications, and digital or social media must include a photo credit where necessary.

Editorial/Publication applications require "Courtesy of Firstname Lastname" for unpaid photographers and "Firstname Lastname" for freelance photographers.

All other printed material, digital and social media require "Photo: Firstname Lastname."

Additionally, images owned by the NWTF do not require a credit.



PHOTO: JAMIE ADAMS





**National  
Wild Turkey  
Federation**