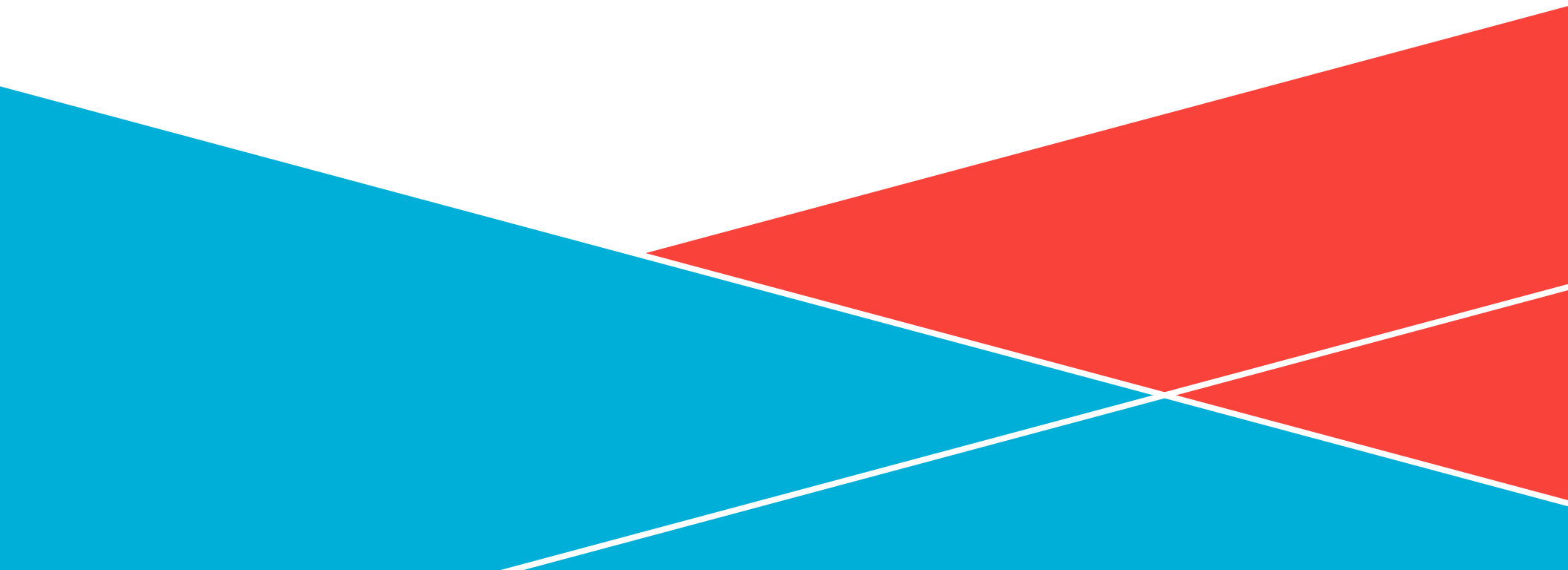


Brand Guidelines

Confidential and Proprietary
January 29, 2020



PLEASE NOTE: Stock photography is used throughout this guide to help illustrate brand style and direction.

Visual Style Guide

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Our brand is one of the most important assets we have as an organization. For that reason, we've developed these guidelines to help us communicate with each other and our core audiences in a consistent manner—and to protect our brand identity from misuse.

These guidelines serve as a reference tool for internal and external audiences. This guide should be used when you're developing communication materials—this includes everything from collateral and websites to conference materials and presentations. All communications that carry our name should be treated in the same professional manner and deliver brand consistency across all communication channels.

Contact Information

If you have questions regarding the use of our Brand Guidelines, please contact:

Fareshta Touhami
FTouhami@nigp.org

Logo

Components of the Logo



The logo is at the heart of our visual system, designed to reflect our brand positioning and personality.

Only use approved digital files and do not attempt to recreate, alter or obscure the logo in any way.

Primary Horizontal Logo Lockup



Whenever possible, use the primary horizontal logo lockup.

In extreme cases certain spacial restrictions may require the use of the secondary logo lockup.

Only use approved digital files and do not attempt to recreate, alter or obscure the primary or secondary logo lockup in any way.

Secondary Stacked Logo Lockup



Secondary Acronym-only Logo Lockup



Clear Space



The logo needs room. It's important that it's clearly legible and unobstructed by other visual or verbal elements. White space calls attention to the brand, so make sure there's plenty of room around the logo.

The clear zone should be, at a minimum, equal to the height of the N in the logotype (indicated by X).

In all cases, please make an effort to use a larger clear zone, when design allows.

Minimum Size



As a general rule, the minimum size for the logo in all brand communications is .375 inches high. Digital and promotional items may require a smaller size and should be evaluated on an individual basis.

Examples

NIGP

Ideally, the logo should be used in four colors on a white background for maximum impact and clarity. When this is not possible, be sure to choose a background color or photo that will provide sufficient contrast with the logo.

When the level of contrast or a color clash is in question, use either the black or white logo to ensure legibility and visual integrity.

NIGP

NIGP

NIGP

NIGP

NIGP

NIGP

Alternative Reverse Color Logo used on NIGP Dark Blue

Examples



It's important that the logo stays legible, especially when it's used with photography. Make sure that the background imagery behind the logo is simple and void of complicated shapes and textures.

Examples

1



2



3



4



5



6

Please keep these tips in mind when using the logo.

Use approved digital artwork.

Use caution when scaling, adjusting sizing or reproducing the logo.

Do Not:

1. Alter or scale elements
2. Use on complex image background
3. Separate the logo elements
4. Crop
5. Rotate
6. Add opacity effects

Brand Architecture

Forum

Forum Short-form

Anniversary Mark



Logomarks for the NIGP sub-brands provide a strong connection to our primary brand identity by using logotype fonts and an arrow shape echoing the master-brand arrow.

Only use approved digital files and do not attempt to recreate, alter or obscure the logo lockup in any way.

Forum Vcon

Vcon Short-form



Forum Select

Select Short-form

**Pathways****Leaders Edge****Chapter Academy**

Clear Space



The logo needs room. It's important that it's clearly legible and unobstructed by other visual or verbal elements. White space calls attention to the brand, so make sure there's plenty of room around the logo.

The clear zone should be, at a minimum, equal to the height of the NIGP letterforms (indicated by X).

In all cases, please make an effort to use a larger clear zone, when the layout allows.

Minimum Size



As a general rule, the minimum size for each sub-brand logo in all brand communications is a measure where the height of the corner shape is .375 inches high. Digital and promotional items may require a smaller size and should be evaluated on an individual basis.

Sub-brand Colorways



The sub-brand logomarks can be used in four colorways:

1. NIGP Dark Blue
2. NIGP Bright Blue
3. White
4. Black

Only use approved digital files and do not attempt to recreate, alter or obscure the logo lockup in any way.



Color Palette




PMS 281C
RGB 0 32 91
HEX 00205B
CMYK 100 78 0 57



PMS 638C
RGB 0 175 215
HEX 00AFD7
CMYK 77 0 3 0



PMS Cool Gray 4
RGB 187 188 188
HEX BBBCBC
CMYK 24 17 15 0



PMS Warm Red C
RGB 249 66 58
HTML F9423A
CMYK 0 83 81 0

Our color palette is an important aspect of the visual system because it not only helps us to communicate the brand idea, but also serves as a unifying element that can heighten the recognizability of our brand.

Our primary colors are Dark Blue, Bright Blue, Gray and Vermilion.

It is important to use color smartly and consistently. Color choice should always be simple, bold and not overly complicated.

Screen values of all of the primary colors are allowed.

When designing for offset printing, please use the listed PMS colors.

For digital applications, please use the RGB or HEX values.

All 4-color printing that uses process colors should feature the listed CMYK values.

Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or commercial printing.

PMS 1805 RGB 175 39 47 HEX AF272F CMYK 0 97 78 22	PMS 7461 RGB 0 125 186 HEX 007DBA CMYK 93 32 0 0	PMS 143 RGB 241 180 52 HEX F1B434 CMYK 0 27 85 0
PMS 349 RGB 4 106 56 HEX 046A38 CMYK 85 3 91 44	PMS 361 RGB 67 176 42 HEX 43B02A CMYK 68 0 100 0	PMS 376 RGB 132 189 0 HEX 84BD00 CMYK 48 0 100 1
PMS 2623 RGB 95 33 103 HEX 5F2167 CMYK 66 100 0 20	PMS 254 RGB 152 30 151 HEX 981E97 CMYK 46 98 0 0	PMS 239 RGB 219 62 177 HEX DB3EB1 CMYK 14 81 0 0
Process Black RGB 0 0 0 HEX 000000 CMYK 0 0 0 100	PMS Cool Gray 11 RGB 83 86 90 HEX 53565A CMYK 63 52 44 33	White RGB 255 255 255 HEX FFFFFFFF CMYK 0 0 0 0

Use the secondary color palette to support the primary palette. Both can be used together within pattern, iconography, infographics, charts and graphs and typography elements.

It is important to use color smartly and consistently. Color choice should always be simple, bold and not overly complicated.

Screen values of all of the secondary colors are allowed.

When designing for offset printing, please use the listed PMS colors.

For digital applications, please use the RGB or HEX values.

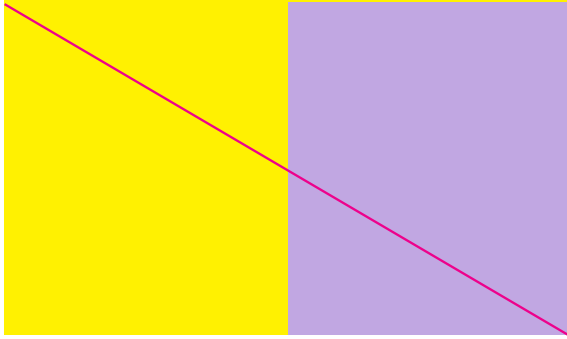
All 4-color printing that uses process colors should feature the listed CMYK values.

Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or commercial printing.

White backgrounds and visual open spaces play an integral role in our visual communications. White enhances the clean and modern presentation of the logo. It allows the vibrant color palette to shine, text to stay readable and imagery to stand out. It imparts a clean, inviting and contemporary look to all communications.



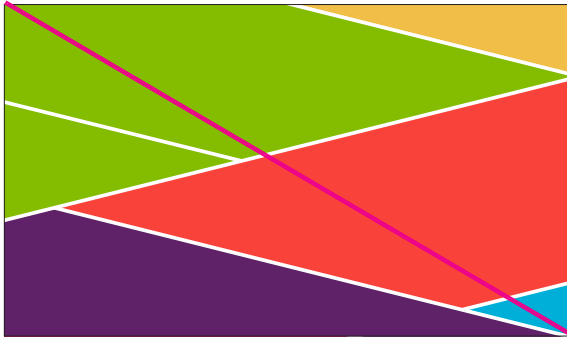
Examples



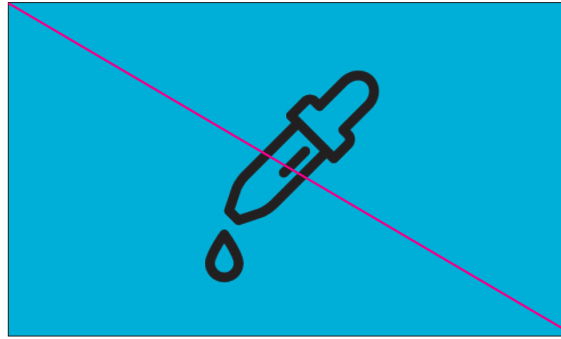
1



2



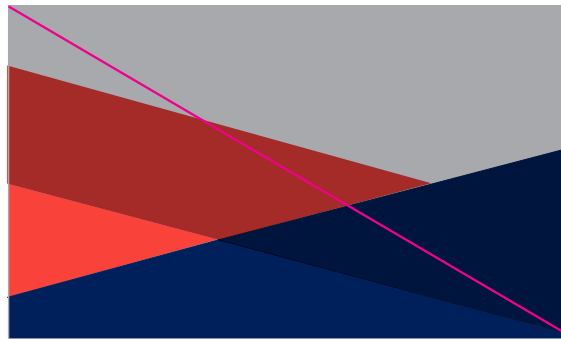
3



4



5



6

Please keep these tips in mind when using the color palette.

Do Not:

1. Use colors outside the approved palette.
2. Use multi-color effects or gradients with photography.
3. Use too many colors.
4. Sample colors. The 'eye dropper' or color sampling tool is inaccurate. For best color reproduction, follow the numbers in the color guidelines (pages 16-17).
5. Use color to create non-angular patterns.
6. Use the multiply transparency effect to overlay approved palette colors.

Typography

Kontrapunkt

Tried. True.

Typography is an essential element in maintaining a clear, well-defined and consistent brand.

Our family of typefaces are progressive, bold and flexible, while serving as a unifying element that heightens the recognizability of our brand.

Kontrapunkt and Interstate are the typefaces. These distinct font families allow our messages to stand out and energize our brand communications.

Interstate

Transform.

Kontrapunkt Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 @!#\$%?/;

Kontrapunkt is a serif typeface designed by the Denmark design firm, Kontrapunkt, in 2004. The unique combination of straight and curved forms within the letterforms lend a modern and technical appearance to any layout.

Kontrapunkt Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 @!#\$%?/;

Kontrapunkt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 @!#\$%?/;

Interstate Thin and Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890 @!#\$%?/;

Interstate Light and Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890 @!#\$%?/;

Interstate Regular and Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890 @!#\$%?/;

Interstate Bold and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890 @!#\$%?/;

Interstate Black and Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890 @!#\$%?/;

Typography is an important tool in maintaining a clear, well-defined and consistent brand.

Interstate is a digital typeface designed by Tobias Frere-Jones in the 1990s. Licensed by the Font Bureau, the typeface is based on Style Type E of the Highway Gothic series of fonts, a signage alphabet drawn for the United States Federal Highway Administration in 1949. Interstate is available in a variety of weights in both standard and condensed forms. The depth of this typeface make it appropriate for both body and headline text.

Examples

A Nem aut officit pos
sus et **RESQUEST.**

B **Fugaam utem latio et expliatate par uptum
molorru ntioſtibus nſcte caborro rers rpitsn
ionſed ut offic tec tuſc imoſſum facerio.**

*Temqua meiumque nu mquid eos nonectore volupta quiaeca eſſerumquium nonſ equi
commodit quodi ut lam, cumet occuptas ut magnimodiae ſado lori con cupt atiaſita vo-
lup tataque quaturis arum volorerum.*

- C
- Temqua meiumque nu mquid eos nonectore volupta quiaeca
 - Serumquium nonſequi comodit quodi ut lam, cumet occuptaſmagni
 - **Modiae ſado lori con cuptatiasita volup tataque quaturis arum**

The following is a general type ſpec guide for uſing Warnock and Avenir Next in layout. Different type weights and ſtyles may be uſed, depending on meſſaging hierarchy and viſual emphasis.

The entire color palette can be uſed for callouts, infographics, charts and graphs and typography elements.

A **Headline**

- Kontrapunkt Family (Set tracking to 0 pt.)
- Interstate Family (Set tracking to 5 pt.)
- Standard leading
- Sentence caſe/Uppercase
- Add punctuation at end of line

B **Subheads**

- Interstate Family (Set tracking to 10 pt.)
- Kontrapunkt Family (Set tracking to 5 pt.)
- Standard leading
- Sentence caſe

C **Body Copy**

- Interstate Family (Set tracking to 10 pt.)
- Kontrapunkt Family (Set tracking to 5 pt.)
- Standard leading
- Sentence caſe

Italics may be uſed in all inſtances.

Kontrapunkt
Light

Elevating the profession,
accelerating
your performance.

Kontrapunkt
Bold

Interstate
Light

Velia sit hicius untem alic tota asitisit, nos
trum, iscient fugiatur, omtgnim pore adi
doluptum. Cipiderc hiliqua tieni stotam
dio tem nihictiis nis elissi ideam asperisti.

Interstate Bold

RELENTLESSLY. CONFIDENTLY.
EXPONENTIALLY.

Kontrapunkt
Light

Interstate
Black

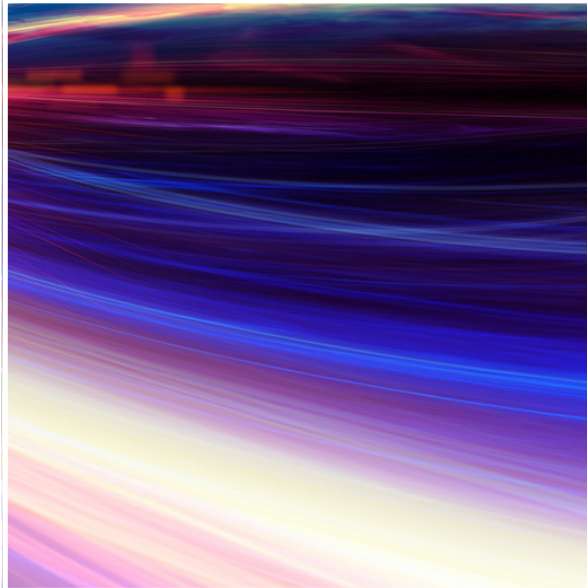
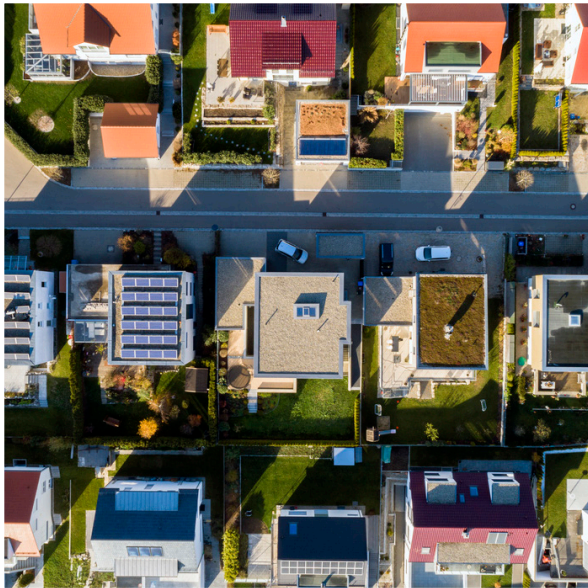
**Osant wert harum fugia
unt omnihic toem.**

Use a combination of type styles, sizes and colors to provide an upbeat and contemporary look to visual communications.

Be sure to provide visual contrast to maintain legibility. Tints may be required to provide better contrast for readability.

Photography

Examples



The primary goal of photography is to visually communicate the overall brand idea using a specific style and tone, not only in the images themselves, but in how the images are used.

By using a particular style of photography to reinforce the brand idea, we maintain relevance to core audiences, differentiate from competitors and build brand recognition.

There are four categories of photography:

1. People in action
2. People on white
3. Graphic environment
4. Abstract energy



Use people in action to depict the diversity of people we serve.

When selecting photography please keep the following characteristics in mind:

Select images that capture candid moments and personal interactions. Images should feel real and in the moment.

Images may be used in either full color or black and white.

Compositions should be simple, with minimal propping and background interference.

Use dynamic angles and image cropping.

A subject in action can add movement and energy to an image.

In the overall context of your communication materials, images should represent a balance of gender, age and ethnic backgrounds.



Use people on white to create a human connection to the message.

As a people-focused organization, it is important to inspire everyone to lead a fulfilling career. We boldly create positive change and are passionate in all we do, and as such our imagery should reflect this positive image. For example, our eyes are bright and forward looking, we smile confidently, but are not boastful.

When selecting photography please keep the following characteristics in mind:

Images should be one color.

Images should be simple with a singular focus.

The lighting should be clean and even.

The outline edge should be completely in focus, no soft or faded edges.

Individual should present a pleasant appearance with current styling (e.g., clothing and hair).

In the overall context of your communication materials, selected images should represent a balance of gender, age and ethnic backgrounds.



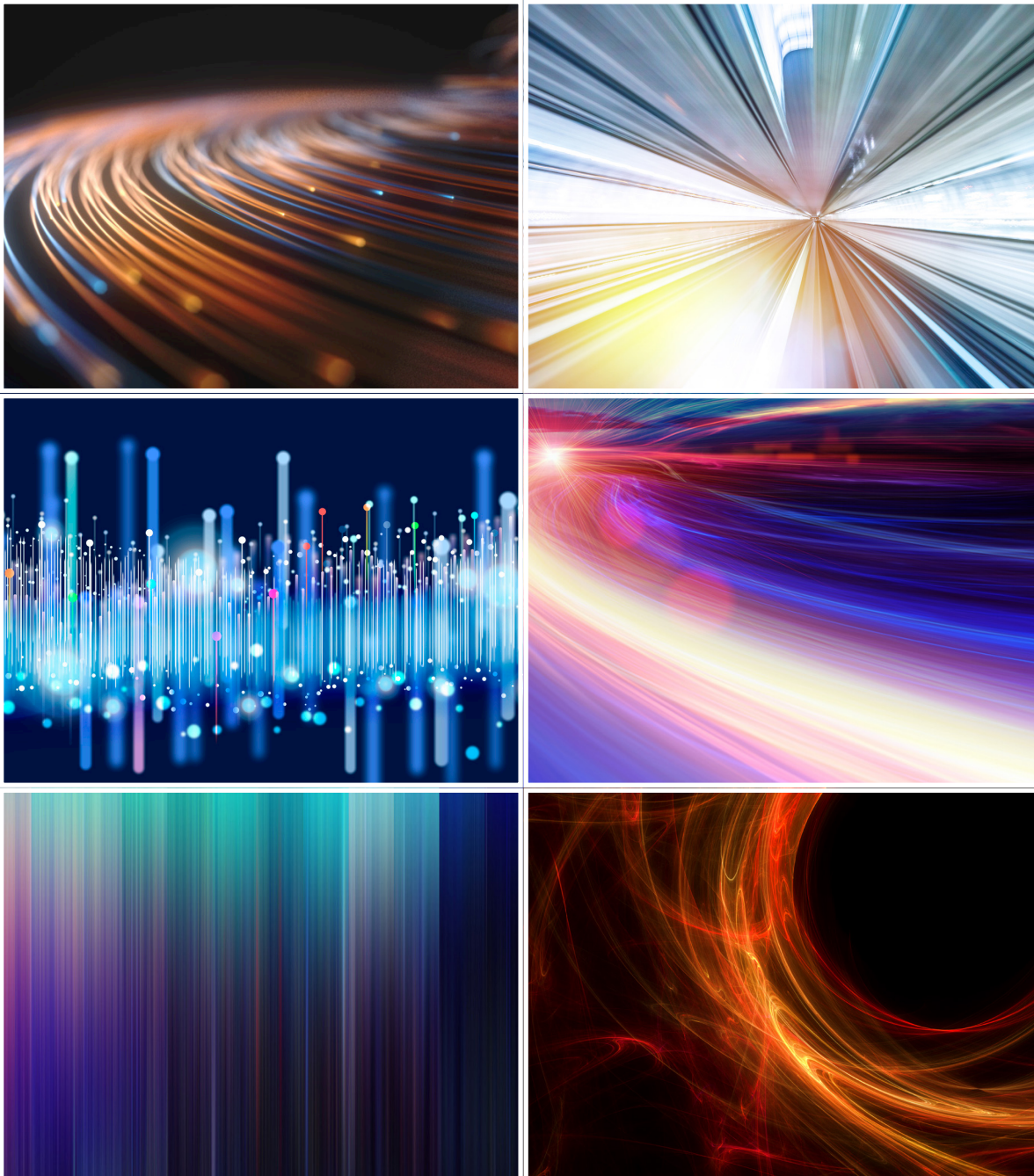
Use graphic environments to visually demonstrate our innovative and inspiring approach to making a difference at work, in communities and in the world.

When selecting photography please keep the following characteristics in mind:

Images should be simple with a singular focus.

Images should create a general pattern or system of elements. Use the geometry of the image to make each image visually appealing.

In the overall context of your communication materials, selected images should represent a balance of socio-economic and geographic environments.



Use images that convey abstract energy to demonstrate the way we accelerate learning and development in pioneering ways.

When selecting photography, please keep the following characteristics in mind:

Images should be simple with a singular focus.

The motion should be dynamic and energetic.

The images should feel crisp and on the cutting edge to represent the ways we accelerate performance.

When you need to use stock photography, please use the approved vendor:

<https://www.gettyimages.com/>
<https://www.istockphoto.com/>
<https://stock.adobe.com/>

Contact/work with NIGP marketing for more guidance on appropriate/approved images.

Royalty-free images are less expensive than rights-managed images; always begin your search with royalty-free. You may download low-resolution images from these sites for layout purposes only for free. Do not purchase any image without final approval of layout.

Never download images from the Internet for your materials. They may be subject to copyright or have other restrictions for their use; improper use could cause legal issues. Downloaded images may also not be high enough in resolution to reproduce properly.

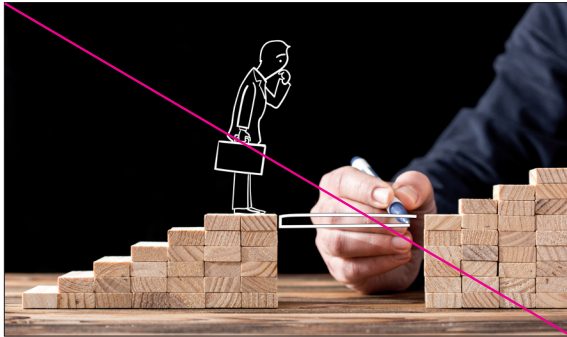
Examples



1



2



3



4



5



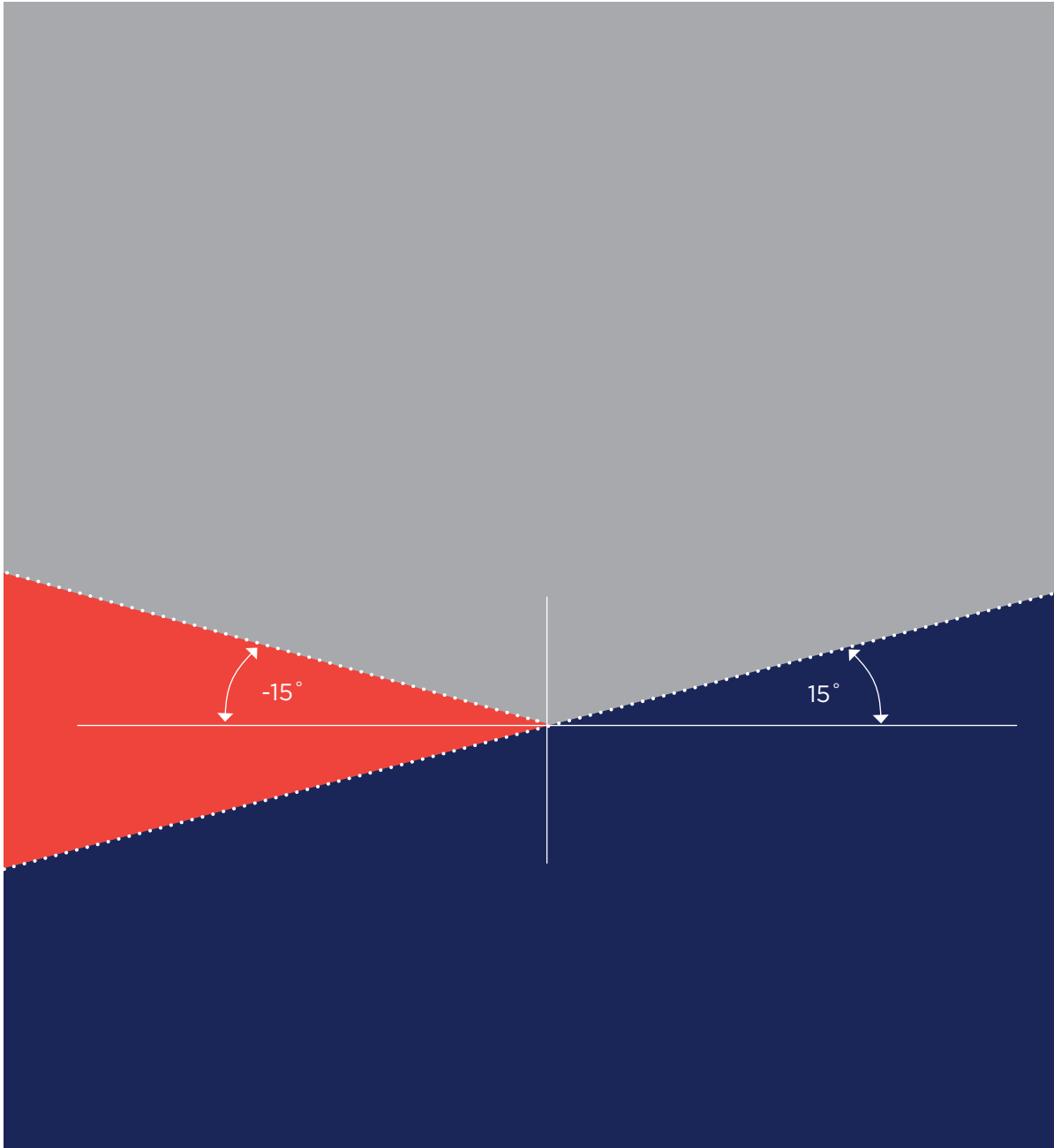
6

Please keep these tips in mind when using photography.

Do Not:

1. Depict unrealistic scenarios.
2. Use busy and unorganized spaces.
3. Combine illustration with photography.
4. Use cliché images.
5. Use over stylized images.
6. Use gradient images.

Graphic Shapes and Linework



The NIGP graphic angles are a crucial aspect of the visual system. They not only help communicate the brand idea and personality, but also serve as a unifying element that can heighten the recognizability of our brand.

Primary Divisions

Primary divisions are based on angles of 15° and -15° .

The angular elements can be used in various ways in our visual expression. They can be:

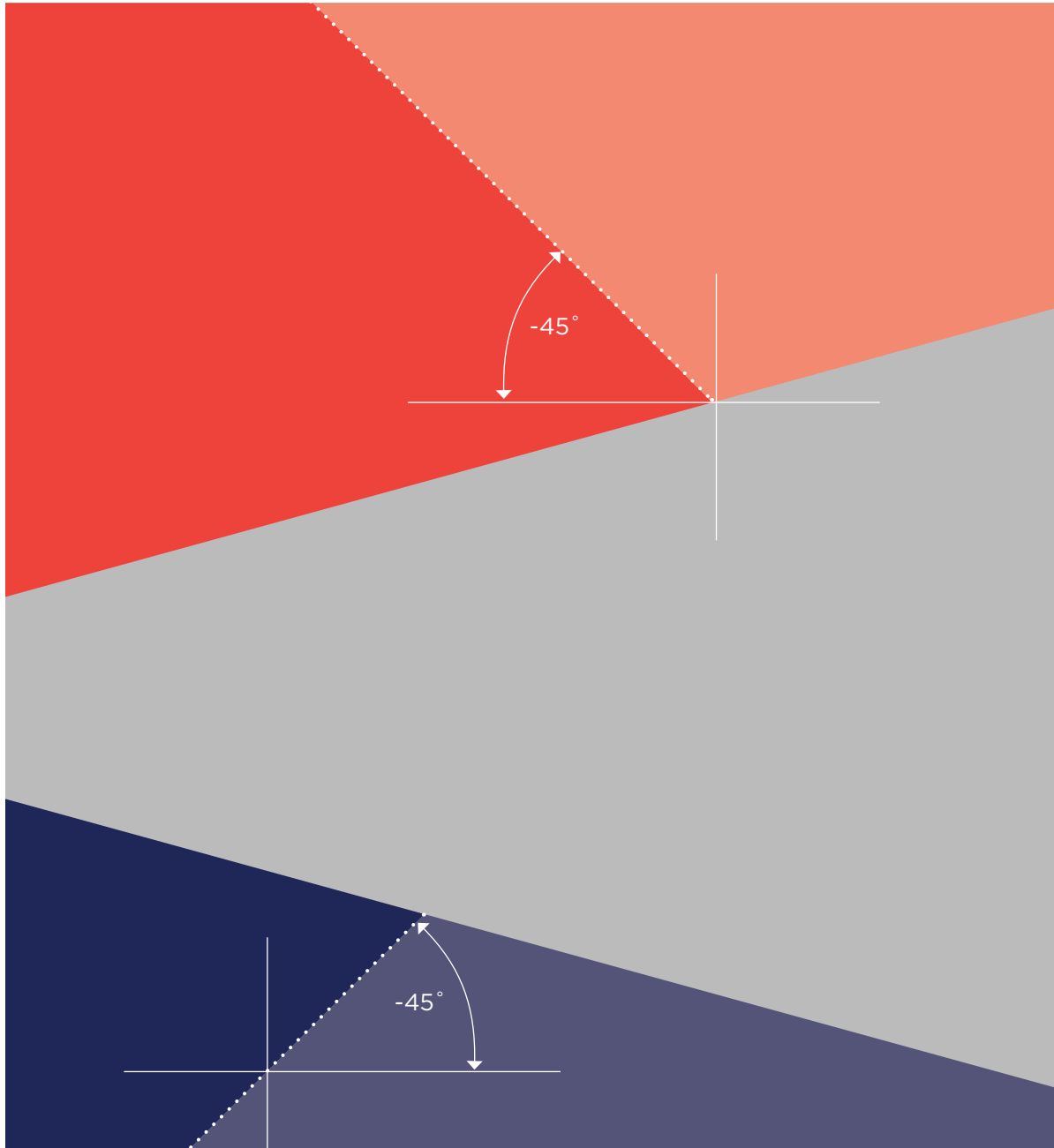
- Combined to form a background pattern
- Used as foreground design elements
- Used to contain image(s) or text

It is important to use the angles consistently throughout communication materials. Use the shape elements as a connective element throughout the visual system and all NIGP communication materials.

Secondary Divisions

Secondary divisions are based on angles of 45° and -45° .

The secondary angles introduce an additional layer of flexibility to the system. Using the secondary angles to divide already established shapes creates the possibility to group elements along a horizontal axis and create dynamic combinations for color, shapes and images in the process.



Examples



1

The shape elements can form a background pattern (1) or be used as a foreground design elements (2) within a layout.



2

Examples



1



2



3



4

The shape elements can be used in combination with photography and typography to add interest to communications.

Shapes and Photography

Photography can interact with a pattern to create an energetic visual presentation.

There are two main ways this can be done:

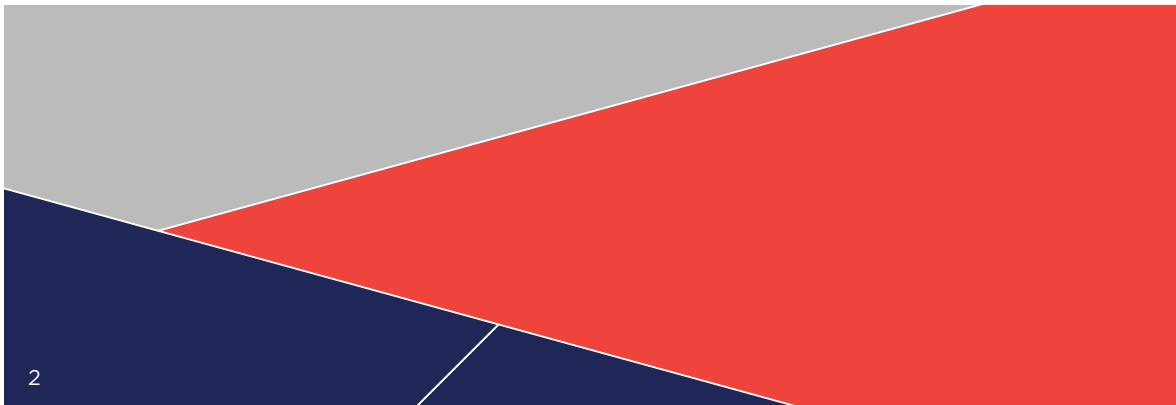
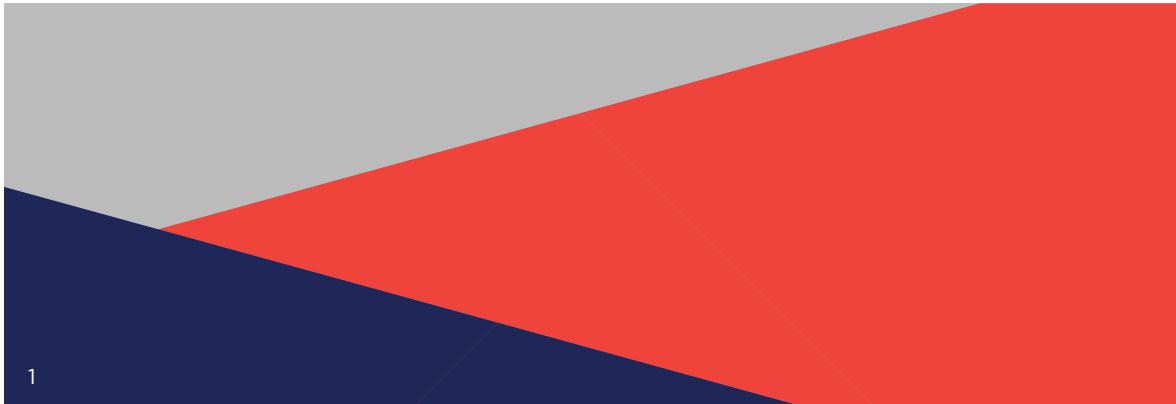
1. Imagery contained within a shape.
2. Shapes overlap an image.

Shapes and Typography

Typography can also interact with shape elements to create an energetic visual presentation.

There are two main ways this can be done:

1. Text can be framed by shape elements.
2. Text can be contained within an individual shape.

Examples

Shapes and line work can be created using a variety of dividing rule weights.

The examples to the left illustrate three ways this can be done:

1. No line
2. Hairline
3. Thick line

Brand in Action

NIGP The Institute for
Public Procurement

Connected by passion.
Powered by purpose.

ANNUAL REPORT 2020



NIGP The Institute for
Public Procurement

YOUR LEARNING JOURNEY

FIND PROCUREMENT RESOURCES

CONNECT WITH CHAPTERS

JOIN US

PARTNER WITH US

JOIN NOW

SEARCH

GO

Elevating the
profession,
accelerating your
performance.

Nam que nimus asperit aut ulpa velitaturita duciandis alictatur,
occum amus que exer emo lupta sitium, volupta con esed expedi
re occuptur, vellabo. Ut voluptatia volut lignitiora
abo. Itio tatia volut vellabo lignexpla voluptatus.

LEARN MORE



Member Benefits

NIGP
The Institute for
Public Procurement

► Professional Development

Senioriasima verem nobis etsetwet qutum faccus maionsercid quis quas sum reco rias dero vendip is dolori conet den diamutel lam exerum queluptat. Aperrum ressi qui dolo etur acer speria nusdan tein vent nobis etser quiatursim faccus. lam exerum queluptat perrum ressi qui dolo etur acer speria nusdan tein vent nobis etser quiatursim faccus.

► Procurement Resources

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► Member Guidance

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► Agency Development

Senioriasima verem nobis etsetwet qutum faccus maionsercid quis quas sum reco rias dero vendip is dolori conet den diamutel lam exerum queluptat. Aperrum ressi qui dolo etur acer.

Become a member today!

Visit nigp.org/membership or call 800.367.6477



Tried. True.

Tio volestio exet fugia quia vol orum
fuga. Ater eicitatem santas sitint,
tem porum faces maximil magni vol
or ali quaturi aut reaes erios.

[LEARN MORE](#)





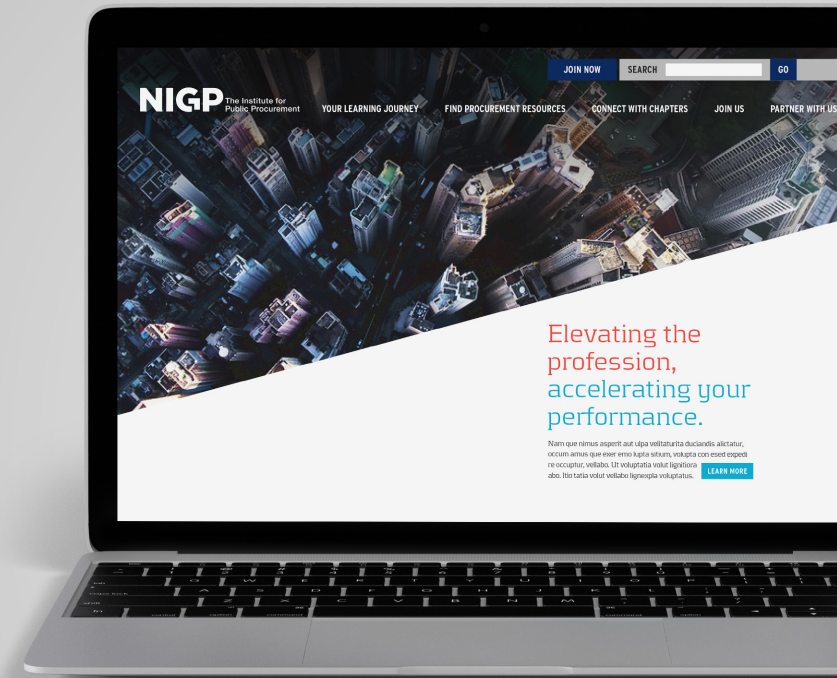
Together, delivering results.
For you, your communities,
and the procurement industry.

Serioriasima verem nobis etsetwet qutum fac-
cus maionsercid quis quas sum reco rias dero
vendipis dolori conet den diamutel lam exerum
queluptat. Aperrum ressiqul dolo etur acersperia
nUSDantein vent nobis serio quiatursim faccus.

Serioriasima verem nobis etsetwet qutur sim
faccus maionsercid quis quas sum reco rias dero
vendipis dolori conet den diamutel lam exerum
queluptat. Aperrum ressiqul dolo etur acersperia
nUSDantein vent nobiquiatursim faccus. Estiasi-
tati dus ent exerferunt veliti odis res el endamus
dapli qui sectotam vele nis exemat empo reperia
connimolu.



Serioriasima verem nobis etsetwet qu-
tum faccus maionsercid quis quas sum
reco rias dero vendipis dolori conet den
diamutel lam exerum queluptat



Digital Badges

The background of the slide is composed of several geometric shapes. A large light blue triangle occupies the upper right portion. A dark blue triangle is in the lower left. These two triangles are separated by a white line that runs diagonally from the top left towards the bottom right. Another white line runs diagonally from the top right towards the bottom left, intersecting the first one. A third white line runs horizontally across the middle of the slide, separating the light blue area from the dark blue area. The text 'Digital Badges' is positioned in the light blue area, to the left of the intersection of the two diagonal lines.

Designation



Certification



Open digital badges are changing how learners' credentials are recognized as publicly viewable artifacts that not only contain claims to learning but also provide evidence of that learning.

Used in a myriad of ways to acknowledge achievements, badges can circulate in social networks to transform how learning is achieved, evidenced and distributed in real time. Badges act as a way for us to take a closer look at the skill sets a person has acquired in formal, informal and online settings.

NIGP badges have been developed using colors and typefaces from the brand palette to immediately connect to the overall NIGP brand expression.

Specializations



Level 1



Level 2



Level 3

Core Certificates



Level 1



Level 2



Level 3

Competencies



Level 1



Level 2



Level 3



Voice of the Brand

This section will help us along our brand journey by providing a high-level overview of the elements that comprise our brand. Then it will demonstrate how these brand elements translate into our brand voice and the messaging we use. Ultimately, the document will help us answer two important messaging questions:

1. What do we say?
2. How do we say it?

NIGP Brand Essence

Brand essence is the single fundamental aspect of a brand. It's our ideal reputation.

Empowering outcomes, big and small is our brand essence. It's our ideal reputation. It speaks to our performance-oriented organization that grows professionals, partners and communities.

NIGP Brand Positioning

Our brand positioning is **“Elevating the profession, accelerating your performance.”** It's what we stand for that will set us apart from the competition.

Together, our essence and positioning will differentiate us, align our priorities and ensure people engage with us.

Brand pillars are our key differentiators and were also derived from the research we carried out. They serve as our filters for decision making and allow us to earn a reputation for being an organization that stands for collaboration-driven results. Everything we say and everything we do need to support these pillars. The pillars influence the stories we tell, both internally and externally.

Our new brand pillars are:

Continual Leadership

Actionable Performance

Passionate People

Brand Pillar 1

Continual Leadership

Our passion leads the profession forward by evolving procurement's perception and amplifying its strategic impact. We accelerate learning and development in pioneering ways to elevate member confidence and effectiveness so they can make a positive difference at work, in their communities and in the world.

Brand Pillar 2

Actionable Performance

Our vast archive of research, best practices and easy-to-use resources develop professionals and drive results. By educating members with thought-leading content using cutting-edge technologies, we support the effective management of their organizations to ensure today's outcomes are always one tomorrow ahead.

Brand Pillar 3

Passionate People

We are the world's leading community of purpose-driven procurement professionals. By providing valuable connections and fostering a nurturing environment that's inclusive of current and emerging leaders, we build trust, encourage collaboration and develop cross-team relationships to magnify impact.

What is a brand story and how do we use it?

A brand story is an internal rallying cry. It can be used to inspire people internally, for example, by posting it on a wall. It can also be used externally, for example, on a website.

Better outcomes. We procure them.

We inspire them with resources and tools.

We fuel them with ideas and inspiration.

And we power them with innovative approaches and leading-edge techniques that lead procurement forward.

As a performance-orientated organization, we grow professionals, partners and communities.

Think local procurement projects with national impact.

Think performance that powers professional achievement and community growth.

And then think, wow, this is an organization where even out of reach is reached.

It's a place where trust is built, cross-team relationships are fostered and effective solutions are realized.

It's a place where you feel as big as your impact.

Because when passion and purpose connect members and partners, we'll collaborate, innovate and elevate to ensure today's outcomes are always one tomorrow ahead.

Who are we?

NIGP Definition: Elevator Speech

This short paragraph summarizes who NIGP is in the style of an elevator speech.

Written

NIGP is a membership organization that elevates the procurement profession and accelerates member performance. We create shared opportunities that grow professionals, partners and communities by developing, supporting, promoting the public procurement profession so members can form collaborative relationships that deliver results.

Spoken

- We're a membership organization **that elevates the profession and accelerates member performance.**
- We develop, support and promote the public procurement profession.
- We foster collaborative relationships that deliver results.
- We create shared opportunities that grow professionals, partners and communities.

Who are we?

Boilerplate Text

This longer paragraph summarizes who the organization is in a boilerplate text. It incorporates the new brand reputation and can be used in places like a press release, website and more.

NIGP is a membership organization that elevates the procurement profession and accelerates member performance. By developing, supporting and promoting the public procurement profession, NIGP grows professionals, partners and communities. NIGP offers the resources, tools and pioneering approaches that inspire the world's leading community of purpose-driven procurement professionals. A place where trust is built, cross-team relationships are fostered and effective solutions are realized, NIGP's 16,000+ members create outcomes today that are always one tomorrow ahead.

What is our brand voice?

Communicating our brand and helping us earn our desired reputation for empowering outcomes big and small—that's the role of our brand voice. By keeping our voice consistent, our stories will be both effective and memorable.

What role does it play?

Our brand has a distinctive personality. Through our brand voice, people will get to know who we are and what we stand for.

How do we use it?

We use our voice to communicate through any channel. Because our brand voice is both written and spoken, it can and should be used consistently across all communication touchpoints.

Our voice principles, which are connected to our positioning and pillars, help us earn our reputation for being an organization that empowers outcomes big and small by using a tone that's **intelligent**, **passionate** and **conversational**. We use these three principles to help craft our brand tone of voice.

Voice Principle 1

Intelligent

- We speak professionally.
- We draw people in with our expertise.
- we elevate the profession and inspire member performance.

DO

- Speak with clarity and intelligence.
- Share and represent excellence.
- Reflect our earned trust.

DON'T

- Be overly intellectual.
- Use language that's too technical to be understood.
- Be arrogant.

Voice Principle 2

Passionate

- We speak with enthusiasm.
- We draw members in with our pioneering approaches.
- We inspire with our commitment to empowering outcomes.

DO

- Speak with energy.
- Be inspirational and aspirational.
- Use active verbs.

DON'T

- Overuse superlatives.
- Overstate reality.
- Use exclamation points—the words should have passion baked in.

Voice Principle 3

Conversational

- We speak in a way that inspires other members to join us.
- We draw people in with ideas and provide a place they feel comfortable sharing theirs.
- We foster cross-team conversation.

DO

- Ask questions that invite conversation.
- Keep it colloquial and short.
- Remember to use second person where appropriate.

DON'T

- Be overly formal.
- Let the message get lost in the conversation.
- Forget the importance of encouraging collaboration.

Our three voice principles help uphold our brand and create the reputation we want to earn.

The best writing combines all three voice principles:

Intelligent

Passionate

Conversational

The following five statements are good examples of our brand voice and can be used in marketing and communications materials. Alternatively, they can also be used to guide the creation of additional statements and communication materials. All five messages support the brand and could apply across the enterprise.

Passion at play. Impact at work.

This line reflects the brand voice because it:

- Speaks with clarity, representing the intelligent element of the brand voice.
- Speaks in an aspirational way with a rhythmic energy, representing the passionate element of the brand voice.
- Is short and uses an implied “your,” representing the conversational element of the brand voice.

Tried. True. Transformative.

This line reflects the brand voice because it:

- Implies our decades of trust, representing the intelligent element of the brand voice.
- Speaks with a nod to our continued pioneering approaches, representing the passionate element of the brand voice.
- Speaks concisely, representing the conversational element of the brand voice.

Together, empowering outcomes. For you, your communities and the procurement profession.

This line reflects the brand voice because it:

- Speaks with a results-oriented mindset, representing the intelligent element of the brand voice.
- Speaks with positivity and energy, representing the passionate element of the brand voice.
- Speaks using second person, representing the conversational element of the brand voice.

Collaboration. Innovation. Elevation.

This line reflects the brand voice because it:

- Smartly nods to our role in elevating the industry, representing the intelligent element of the brand voice.
- Speaks with energy and rhythm, representing the passionate element of the brand voice.
- Speaks succinctly, representing the conversational element of the brand voice.

Opportunity. Let's share it.

This line reflects the brand voice because it:

- Clearly represents our collaborative-mindset, reflecting the intelligent element of the brand voice.
- Speaks with energy, representing the passionate element of the brand voice.
- Speaks with a casual "let's," representing the conversational element of the brand voice.

Key Messages and their Emotional Benefits

The key messages on the following pages, under “The NIGP Difference,” are taken from research. They are listed in the order of importance as it relates to each audience. They are the messages, when used together, that help set our brand apart. In the right hand column, the research message has been translated into the emotional benefit for that particular audience.

The audiences included are:

NIGP Members Only

Procurement professionals and local government workers

These messages are listed in order of importance.

Key Messages	How You (the Member) Benefit
Our programs are geared towards BOTH current and emerging leaders, encouraging collaborative growth through shared opportunities.	So you can learn new or different approaches from others in the profession.
We offer an easy-to-use portal to access the tools and resources you need to support your day-to-day activities and effectively manage your procurement organization.	So your job is made easier.
From annual conferences, to online courses, webinars and contract programs, we offer a diverse array of educational opportunities.	So you can keep up with what's next so you're always in the know.
We are committed to improving government procurement methods so that local and state governments get the most from taxpayer dollars.	So you can ensure better work and project results.
We are known and trusted for our consistently high standards of excellence.	So you can be confident our best practices will translate into better outcomes.
We are a thought leader, shaping the public procurement profession.	So you can be on the leading edge.
We are continually at the forefront, influencing the national conversation on the strategic impact of public procurement.	So you can feel pride in the profession.
We are advancing public procurement to create a more inviting, inspiring reputation for its professionals and those thinking about entering the field.	So you know you are helping to inspire a new generation of procurement professionals.
We ensure our tools, training and resources are actionable in your day to day lives.	So you can get the results you are looking for and make the impact you desire.
Our vast membership base of professionals helps you build valuable connections with like-minded individuals.	So you can communicate and learn from subject matter experts.

These messages are listed in order of importance.

Key Messages	How You (the Member) Benefit
Our conference, exclusive to public procurement professionals, offers the opportunity to engage in professional development and network with others in public procurement and the supplier community.	So you can open opportunities for business development.
We offer virtual conferences that include keynote presentations, training, workshops, discussion areas, social networking and more.	So you know that no matter where you are, there are education and collaboration possibilities at your fingertips.
We have a 70-year track record of serving the public procurement profession.	So you can be confident that we'll always be there to elevate you and the profession.
We empower you to make a positive difference at work, in communities and the larger world.	So you can rest assured you'll have everything you need to demonstrate the power of procurement.
We provide instant recognition, allowing you to show and share your certifications easily through electronic badging.	So you know you'll get the credit you deserve for your hard work.
We help you feel more confident in your role.	So you can push the boundaries of your potential.
Our membership benefits are critical in making your job easier.	So you can relax, knowing our support is always there.
We promote a family-like environment that draws on a collective sense of purpose and passion for the field.	So you feel like part of a larger collection of like-minded individuals.
We develop personal relationships with you and are there when you need us.	So you never feel like a number—even in an organization of 16,000+.
We train and provide certification testing for Certified Public Procurement Officers (CPPO) and Certified Professional Public Buyers (CPPB).	So you can develop your skills and have something to show for your work that will advance your career.

These messages are listed in order of importance.

Key Messages	How You (the Professional) Benefit
We offer an easy-to-use portal to access the tools and resources members need to support their day-to-day activities and effectively manage their procurement organization.	So your job is made easier.
From annual conferences, to online courses, webinars and contract programs, we offer a diverse array of educational opportunities.	So you can keep up with what's next so you're always in the know.
We offer robust content including white papers, tips, stories and ideas that directly benefits our members.	So you can always keep up with procurement trends.
We host local and regional meetings for chapter members to share ideas and strategies.	So you can connect with like-minded professionals and grow and share opportunity.
Our programs are geared towards BOTH current and emerging leaders, encouraging collaborative growth through shared opportunities.	So you can learn new or different approaches from others in the industry.
We are committed to improving government procurement methods so that local and state governments get the most from taxpayer dollars.	So you can ensure better work and project results.
We are known and trusted for our consistently high standards of excellence.	So you can be confident our best practices will translate into better outcomes.
We are a thought leader, shaping the public procurement profession.	So you can be on the leading edge.
We are continually at the forefront, influencing the national conversation on the strategic impact of public procurement.	So you can feel pride in the profession.
We strive to evolve the perception of procurement beyond purchasing to a strategic and critical organizational capability.	So you'll be sure to have an even greater impact in the future.

These messages are listed in order of importance.

Key Messages	How You (the Professional) Benefit
We empower members to make a positive difference at work, in communities and the larger world.	So you can rest assured you'll have everything you need to demonstrate the power of procurement.
We help our members stay on top of emerging technologies in the field.	So you'll know we are continuing to prove and move your profession forward.
We ensure our tools, training and resources are actionable in our members' day to day lives.	So you can get the results you are looking for and make the impact you want.
Our vast membership base of professionals helps members build valuable connections with like-minded individuals.	So you can communicate and learn from subject matter experts.
Our conference, exclusive to public procurement professionals, offers the opportunity to engage in professional development and network with others in public procurement and the supplier community.	So you can open opportunities for business development.
We are advancing public procurement to create a more inviting, inspiring reputation for you and those thinking about entering the field.	So you know you are helping to inspire a new generation of procurement professionals.
We provide instant recognition, allowing members to show and share their certifications easily through electronic badging.	So you know you'll get the credit you deserve for your hard work.
We help members feel more confident in their roles.	So you can push the boundaries of your potential.
We empower our members to be high-performing employees.	So you can take your career further.
We promote a family-like environment that draws on a collective sense of purpose and passion for the field.	So you feel like part of a larger collection of like-minded individuals.

Pathways Section On NIGP.ORG Homepage

FROM ...

It's your journey.

Where do you want to go next?

Find out how NIGP Certification can help get you going.

TO ...

Our certification.

Your transformation.

Find out how NIGP Certification can inspire your performance.

EXPLANATION

- Speaks directly to what the user's results will be based on our certification program, which reflects the outcome-oriented brand essence.
- Smartly nods to our role in inspiring performance, representing the intelligent element of the brand voice.
- Speaks with energy and rhythm, representing the passionate element of the brand voice.
- Speaks succinctly, representing the conversational element of the brand voice.

Pathways Home Page Text

FROM ...

Welcome to NIGP Pathways!

Professional Development and Credentialing designed to get you where you want to go.

What is Pathways

An innovative approach to help you develop personalized competency-based learning and credentialing paths for every phase and every stage of your working life in public procurement. It provides ultimate flexibility to create unique professional development experiences where you control your own destiny. You have the option to custom design your professional development to get focused learning for success in a current role, or to develop longer term strategic plans based on your career aspirations.

TO ...

Welcome to NIGP Pathways

Professional Development and Credentialing designed for career transformation and industry elevation.

What is Pathways

For every stage in your public procurement career, there's a credentialing path and an opportunity for competency-based learning. Pathways will help you find it. An innovative, personalized approach that allows you to develop professionally through continuing education and strategic planning, Pathways is a holistic program that helps you find focus in a world where career paths are fluid and flexible.

EXPLANATION

- Subhead speaks to the outcomes of the Pathways program, a nod to brand essence.
- Smartly nods to our role in elevating the industry by elevating you.
- Speaks with a results-oriented mindset, representing the intelligent element of the brand voice.
- Speaks with positivity and energy, representing the passionate element of the brand voice.
- Speaks using second person, representing the conversational element of the brand voice.

Pathways Home Page Text

FROM ...

Why Pathways

We have spent the last year focused on you. We have assessed the landscape and understand the shifts and trends that impact you and the profession. Most importantly, we have spoken to you and listened to what you want and need.

TO ...

Why Pathways

Why Pathways? One word: you. Elevating and accelerating your career—we wanted to build a platform for that. We called it Pathways. Designed with you in mind, Pathways keeps you digitally connected to learning and credentialing opportunities so you can direct your career. Simply login and your personalized professional development goes wherever you go. Pathways makes it easy use the technology of tomorrow to inspire your performance today.

EXPLANATION

- The subhead turns the focus of the text to the reader.
- The general body of the text speaks to the reader benefits of Pathways rather than the “we” behind it.
- Incorporates outcome-focused language to tie to the brand essence.
- Speaks with a results-oriented mindset, representing the intelligent element of the brand voice.
- Speaks with energy, representing the passionate element of the brand voice.
- Centers around the reader benefit and speaks using second person, representing the conversational element of the brand voice.

Our brand voice supports the reputation we want to earn. When our voice speaks clearly and consistently it amplifies our outcome-focused brand essence.

Thank you for your efforts in adhering to these guidelines.
This will help us maintain a brand that distinguishes itself
from other brands and elevates us in the marketplace.