



Sleep Awareness Week[®] 2021

powered by  the National Sleep Foundation

BRAND GUIDELINES

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INTRODUCTION

Sleep Awareness Week® is a registered trademark of the National Sleep Foundation (NSF). All mentions of Sleep Awareness Week must be attributed to the NSF. We encourage you to join us in celebrating Sleep Awareness Week to raise awareness of the importance of sleep health. Should you wish to join NSF in promoting Sleep Awareness Week and using its assets, we request that you follow all brand guidelines.

This is a resource for Sleep Awareness Week for sponsors, partners, and other supporters. Please ensure that all materials you produce for Sleep Awareness Week are consistent with the National Sleep Foundation (NSF) brand in terms of logo use, images, graphical layout, and overall impression.

This guide does not grant rights to use any other National Sleep Foundation logos or assets. Any rights to use the Sleep Awareness Week logo are granted only for a month preceding Sleep Awareness Week and the full month in which Sleep Awareness Week is celebrated.

If you have any questions about the application or use of National Sleep Foundation or Sleep Awareness Week assets, please submit your materials for review and approval to **Stephanie Corkett** at 703.243.1753 or scorkett@thensf.org.

USING THE SLEEP AWARENESS WEEK REGISTERED TRADEMARK

- Always mention National Sleep Foundation in connection with Sleep Awareness Week. Preferred reference is “National Sleep Foundation’s Sleep Awareness Week®”
- The Sleep Awareness Week logo must be used its entirely. Removing or adding any elements is not allowed.
- Use the registered trademark symbol “®” after the first instance of writing Sleep Awareness Week.
- In any mention of Sleep Awareness Week, link to the Sleep Awareness Week landing page on the NSF website: <https://www.thensf.org/sleep-awareness-week/>
- Several recurring hashtags have been in use to support Sleep Awareness Week over the years in social media: #SleepAwarenessWeek #CelebrateYourSleepHealth #CelebrateSleep
- Always tag NSF on the following established NSF handles:

Facebook: @nationalsleepfoundation

Instagram: @sleepfoundation

Twitter: @sleepfoundation

LinkedIn: @nationalsleepfoundation

PROPER LOGO USE

Color & Format Variations

Whenever possible, the logo should appear in full color depending on the background color. If the application requires a single color, the black or white version may be used depending on the background color.



Full color, vertical
for light backgrounds



Full color knocked out, vertical
for dark backgrounds



Full color, horizontal
for light backgrounds



Full color knocked out, horizontal
for dark backgrounds



Single color, vertical
for light backgrounds



Single color, vertical
for dark backgrounds



Single color, horizontal
for light backgrounds



Single color, horizontal
for dark backgrounds

Logo Clearance

The logo should always appear with clear space on each side of the logo that is at least the width of the 'Sle' in 'Sleep'.



Minimum Size Requirements

For readability purposes, the logos should not appear smaller than the recommended minimum sizes listed to the right.



min. 1.75" for print
min. 150 px for digital



min. 2.75" for print
min. 200 px for digital

WHAT NOT TO DO

To maintain visual consistency, remember to follow the [Proper Logo Use](#) guidelines. The following are examples of incorrect Sleep Awareness Week logo usage.



Do not use the full color logo on a dark background. In this case, the full color knocked out logo should be used (see approved example above).



Do not change the font style, font color, or logo color.



Do not rotate the logo.



Do not stretch, distort, or change the logo's proportions.



Do not make the logo smaller than the minimum size requirements.



Do not allow any other elements, for example, your company logo, to encroach on the logo's protected clear space. See below for guidelines on how to pair your logo with the Sleep Awareness Week logo.



Do not modify, crop, or add to the logo in any way. For example, do not ever remove the "powered by the NSF" line from the logo.

PAIRING YOUR LOGO WITH THE SLEEP AWARENESS WEEK LOGO

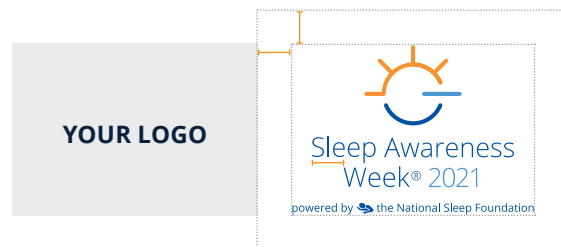
Branding

When you are preparing your materials to promote Sleep Awareness Week, the materials must prominently include the Sleep Awareness Week logo and follow the Sleep Awareness Week brand guide for sponsors, exhibitors and partners.

Logo Placement

At a minimum, the logo should appear in the bottom, right-hand corner of the material. Use the ['Proper Logo Use: Color & Format Variations'](#) section to help you determine which version of the logo to use.

If the Sleep Awareness Week logo is being paired with your logo, your logo should always appear to the left of the Sleep Awareness Week logo at a size proportional or smaller to it. The distance between your logo and the Sleep Awareness Week logo should follow the ['Proper Logo Use: Logo Clearance'](#) guidelines.



The National Sleep Foundation name and logo are protected by United States copyright law and cannot be used without advance permission from the NSF.

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