

NRF[®]

SUPPLY CHAIN 360

JUNE 20-21, 2022 | CLEVELAND, OHIO

STYLE GUIDE

[DOWNLOAD ASSETS](#)



Invent a bigger, more resilient and more sustainable future.

The inaugural NRF Supply Chain 360 takes a holistic look at the modes and methods needed to build a faster and more sustainable retail supply chain.

Your supply chain network is the backbone of your business. It's the core of your product's lifecycle — from raw materials and product sourcing to the hands of satisfied customers. With ever-increasing demands and disruptions in our post-pandemic world, it's paramount to keep this backbone strong. We can't just react. We need to prepare, partner, and act quickly and frequently, making changes today to build a brighter tomorrow.

Join us for the inaugural NRF Supply Chain 360 as we take a holistic look at the modes and methods needed to build the future, faster. Learn from supply chain leaders, experience a unique Expo with interactive exhibits and make connections to create an ecosystem for your business that can keep it self-sustaining for decades.

NRF Supply Chain 360 logos

The logo should always be one of these approved lockups. Logos should maintain prominence in the design to ensure clarity of information — they should always be large enough that the event name is clear and readable.

All logos are available in black, white, gray and Hunter Green.

[DOWNLOAD LOGOS](#)



Logo clear space

When using the logo in a layout, be sure to allot enough clear space around it. The minimum clear space of 2.5x should always be applied, with “x” being the measure of the width of the vertical stroke of the letter “N” in the logomark. Try to maximize clear space whenever possible to ensure clarity.



Extended Options

In certain cases the logo can be used with the tagline and date/location, if the subsequent information is not displayed elsewhere in the design.



Color palette

The palette includes two green shades that represent the sustainability aspect and compliment the existing NRF palette. Red should be used sparingly. Brand illustrations include the primary palette and tints of the those colors outlines in the secondary palette.

Primary Color Palette



Hunter Green
HEX # 2D4739
RGB 45, 71, 57
CMYK 77, 49, 72, 48



Kelli Green
HEX # 09814A
RGB 210, 241, 228
CMYK 88, 25, 91, 11



NRF Yellow Gold
HEX # #FBAE44
RGB 251, 174, 68
CMYK 0, 36, 83, 0



White
HEX # FFFFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0



Charcoal Gray
HEX # 3C3A40
RGB 60, 58, 64
CMYK 70, 65, 56, 48

Secondary color palette used in illustrations, buttons and links



NRF Red
HEX # EF413C
RGB 239, 65, 60
CMYK 0, 100, 72, 0



Light Orange
HEX # FCC68F
RGB 252, 198, 143
CMYK 0, 24, 47, 0



Mint Green
HEX # 6BB392
RGB 107, 179, 146
CMYK 28, 0, 13, 30



Ash Gray
HEX # B6BFBA
RGB 182, 191, 186
CMYK 4, 0, 2, 25



Light Green Gray
HEX # CADICD
RGB 202, 209, 205
CMYK 3, 0, 2, 18

Fonts

Poppins is the NRF brand font that is consistent across NRF programs and events. Poppins can be accessed via [Google fonts](#) or [Adobe Fonts](#). When Poppins is not available in emails or in applications such as PowerPoint, Word, etc., Arial Regular and Bold should be used as substitutes.

Poppins Bold is the primary font for headlines. Poppins Regular is used for body copy. The bold weights are implemented in subheads or areas of importance. Italics should be applied sparingly.

Poppins

Gotham Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890!@#%^&*()_+?<>.[]/;:|”

Gotham Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890!@#%^&*()_+?<>.[]/;:|”

Gotham Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890!@#%^&*()_+?<>.[]/;:|”

Web font styles

Email:

Use Arial for live text in emails

H1 **The quick brown fox jumps**

POPPINS BOLD, 58PX, #2D4739 OR #FFFFFF

H2 **THE QUICK BROWN FOX JUMPS**

POPPINS BOLD, 38PX, #09814A OR #FFFFFF

H3 The quick brown fox jumps over the lazy dog

POPPINS REGULAR, 38PX, #3C3A40 OR #FFFFFF

H4 THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

POPPINS REGULAR, 25PX, #2D4739 OR #FFFFFF

p.large Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium, totam rem aperiam, eaque ipsa quae ab illo inventore. Nemo enim ipsam voluptatem quia voluptas sit eos qui.

POPPINS REGULAR, 22PX, #3C3A40 OR #FFFFFF

p.small Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium, eaque ipsa quae ab illo inventore veritatis et quasi. Nemo enim ipsam voluptatem quia voluptas sit aspernatur.

POPPINS REGULAR, 14PX, #3C3A40 OR #FFFFFF

Linked text will appear like this.

POPPINS BOLD, #FBAE44

Linked text during hover state.

POPPINS BOLD, UNDERLINE, #FBAE44

Linked text once it is clicked.

POPPINS BOLD, UNDERLINE, #FCC68F

Linked text will appear like this.

POPPINS BOLD, UNDERLINE, #FBAE44

Linked text during hover state.

POPPINS BOLD, UNDERLINE, #FBAE44

Linked text once it is clicked.

POPPINS BOLD, UNDERLINE, #FCC68F

Linked text will appear like this.

POPPINS BOLD, #FBAE44

Linked text during hover state.

POPPINS BOLD, UNDERLINE, #FBAE44

Linked text once it is clicked.

POPPINS BOLD, UNDERLINE, #FCC68F

Linked text will appear like this.

POPPINS BOLD, #FBAE44

Linked text during hover state.

POPPINS BOLD, UNDERLINE, #FBAE44

Linked text once it is clicked.

POPPINS BOLD, UNDERLINE, #FCC68F

Linked text will appear like this.

POPPINS BOLD, #09814A

Linked text during hover state.

POPPINS BOLD, UNDERLINE, #09814A

Linked text once it is clicked.

POPPINS BOLD, UNDERLINE, #CAD1CD

TYPOGRAPHY — Buttons

Kelli Green Button

BG # 09814A
 TEXT #FFFFFF
STATIC STATE

BG # 68B392
 TEXT #FFFFFF
HOVER

BG # 09814A
 2 PT INSIDE STROKE # 3C3A40
 TEXT #FFFFFF
FOCUSED

White Button

BG # FFFFFF
 TEXT # 09814A
STATIC STATE

BG # CAD1CD
 TEXT # 09814A
HOVER

BG # 09814A
 2 PT INSIDE STROKE # B6BFBA
 TEXT #09814A
FOCUSED

Red Button - FOR REGISTER BUTTONS ONLY

BG # EF413C
 TEXT # FFFFFF
STATIC STATE

BG # FBAE44
 TEXT #FFFFFF
HOVER

BG # EF413C
 2 PT INSIDE STROKE # B6BFBA
 TEXT #FFFFFF
FOCUSED

Transparent Button

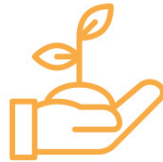
2 PT OUTSIDE STROKE # FFFFFF
 TEXT # FFFFFF
STATIC STATE

BG # CAD1CD
 TEXT # 2D4739
HOVER

2 PT INSIDE STROKE # 68B392
 TEXT #FFFFFF
FOCUSED

Iconography

Solid line art icons are treated with brand colors and easily communicate their intended message without the need for much interpretation. Any additional icons made should follow these guidelines to ensure campaign consistency.



[DOWNLOAD ICONS](#)



Horizontal line globes



Supply Chain 360 brand illustrations

Bank of graphic illustrations provided in Image Bank



Supply Chain 360 brand illustrations





Overlapping circles background at 20% opacity



Supply Chain 360 brand illustrations at 20% opacity
Bank of graphic illustrations provided in Image Bank

[DOWNLOAD ASSETS](#)

Photos and headshots



Photography cropped by round frame
Images cropped slightly at left or right sides
Horizontal line globes overlap in top or bottom corners

Photography bank provided



Speaker Headshots cropped by round frame
Drop shadow added behind frame for featured speakers
Photo and drop shadow overlap horizontal line globes in top or bottom corners

[DOWNLOAD IMAGES](#)

DESIGN EXAMPLES — Website homepage

JUNE 20-21, 2022 | CLEVELAND, OH | #NRFSUPPLYCHAIN360
EVENT INFO AGENDA SPEAKERS NETWORKING EXHIBITORS/SPONSOR HOTELS

NRF SUPPLY CHAIN 360

JUNE 20-21, 2022 | CLEVELAND, OH

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[GET UPDATES](#)



JUNE 20-21, 2022 | CLEVELAND, OH | #NRFSUPPLYCHAIN360
EVENT INFO AGENDA SPEAKERS NETWORKING EXHIBITORS/SPONSOR HOTELS

NRF SUPPLY CHAIN 360

JUNE 20-21, 2022 | CLEVELAND, OH

FEATURED SPEAKER
Marvin Ellison
CEO | Lowe's



[GET UPDATES](#)

JUNE 20-21, 2022 | CLEVELAND, OH | #NRFSUPPLYCHAIN360
EVENT INFO AGENDA SPEAKERS NETWORKING EXHIBITORS/SPONSOR HOTELS

NRF SUPPLY CHAIN 360

JUNE 20-21, 2022 | CLEVELAND, OH

Retailers:
Register by
Nov.11 and

SAVE \$300

on a Full
Conference Pass

[GET UPDATES](#)

Headline With Two Lines

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[LEARN MORE](#)

Headline Text

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

[LEARN MORE](#)


SUBHEADLINE

Double Line Headline Here

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Featured Speaker




MICHAEL EVANS
President
Alibaba Group

[LEARN MORE](#)

Why Attend NRF Supply Chain

- Big Brands, Biggest Network**
Expand your network and collaborate with peers over two full days of curated programs.
[LEARN MORE](#)
- Earn Credit and Grow Your Career**
Attendees can get recognized as a professional certification in risk prevention and asset protection.
[LEARN MORE](#)
- Leaders From Retail's Front Lines**
Our lineup of industry experts covers the crucial industry topics imperative to your business.
[LEARN MORE](#)
- Actionable Insights and Takeaways**
Find the latest retail security strategies and techniques that will shape your success in the year ahead.
[LEARN MORE](#)

2022 Featured Speakers



[SEE ALL SPEAKERS](#)

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

90 SPEAKERS **200+ EXHIBITORS** **300+ BRANDS**

Become a Sponsor

An array of branding opportunities are available to boost your presence during the NRF 101 Retailer Series.


INTERESTED IN SPONSORSHIP?
Contact Tami Sobel | VP, Sales | 202-661-3044

[LEARN MORE](#)

NRF SUPPLY CHAIN 360

JUNE 20-21, 2022 | CLEVELAND, OH

[REGISTER](#)



DOWNLOAD ARTWORK

DESIGN EXAMPLES – Website interior pages

THE SUPPLY CHAIN 360 | CONTACT US | LOGIN | REGISTER

HOME ABOUT US SERVICES PARTNERS CONTACT US

Headline

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Tempor incididunt ut dolore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Tempor incididunt ut labore et dolore magna aliqua. CONTACT Firstname Lastname Sample Title (202) 001-0000

DESIGN PARTNER


Gold Sponsors

Long event name certe nquam perlinga
JANUARY 18, 3:30 PM
At vero eos etiam dolor est fugiat aliquip, proster voluptatam optetere eoque gaudere et ratione intellegi posse et rationibus conquisitis de commoda suis cogitantur et ut ne internet et magnam periculum oditi in quo minus id, de utillatibus, nihil ut.

Event Name
JANUARY 18, 3:30 PM
At vero eos etiam dolor est fugiat aliquip, proster voluptatam optetere eoque gaudere et ratione intellegi posse et rationibus conquisitis de commoda suis cogitantur et ut ne internet et magnam periculum oditi in quo minus id, de utillatibus, nihil ut.


Lorem ipsum dolor sit amet, consectetur

At vero eos etiam dolor est fugiat aliquip, proster voluptatam optetere eoque gaudere et ratione intellegi posse et rationibus conquisitis de commoda suis cogitantur et ut ne internet et magnam periculum oditi in quo minus id, de utillatibus, nihil ut.



Lorem ipsum dolor sit amet, consectetur

At vero eos etiam dolor est fugiat aliquip, proster voluptatam optetere eoque gaudere et ratione intellegi posse et rationibus conquisitis de commoda suis cogitantur et ut ne internet et magnam periculum oditi in quo minus id, de utillatibus, nihil ut.



Lorem ipsum

At vero eos etiam dolor est fugiat aliquip, proster voluptatam optetere eoque gaudere et ratione intellegi posse et rationibus conquisitis de commoda suis cogitantur et ut ne internet et magnam periculum oditi in quo minus id, de utillatibus, nihil ut.

Lorem ipsum dolor sit amet, consectetur

At vero eos etiam dolor est fugiat aliquip, proster voluptatam optetere eoque gaudere et ratione intellegi posse et rationibus conquisitis de commoda suis cogitantur et ut ne internet et magnam periculum oditi in quo minus id, de utillatibus, nihil ut.

Full color background option

At incididunt vitae tempus qui lectus nulla et. An thricidunt vitae tempus qui lectus nulla et. Hunc sed blandit libero volutpat sed cras ornare arcu elit. Ut sem viverra aliquet eget sit ornare.

Texture background option

Lobortis elementum nibh tellus molestie nunc. Nec habitasse pretium nulla ut. Dolor sed viverra justo nunc dignissim. Fusce nec sagittis in fermentum posuere ut nunc. Donec sed viverra ipsum nunc ultricies. Fusce nec sagittis in fermentum posuere ut nunc. An thricidunt vitae tempus qui lectus nulla et. Hunc sed blandit libero volutpat sed cras ornare arcu elit. Ut sem viverra aliquet eget sit ornare.

H2 - Full width paragraph

Tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Massa ultricies mi quis hendrerit dolor

Amet massa ornare class et ante ipsum sodales libero. Donec odio nisi. Cras mattis consectetur lacinia accumsan odio. Sed consequat auctor mi in euismod elementum nibh. Vestibulum id ligula nec consectetur. Aliquam erat volutpat.

Get Updates
Follow Us

DOWNLOAD ARTWORK

DESIGN EXAMPLES – Email template

NRF SUPPLY CHAIN 360 JUNE 20-21, 2022 CLEVELAND, OH HUNTINGTON CONVENTION CENTER

NRF SUPPLY CHAIN 360 JUNE 20-21, 2022 CLEVELAND, OH HUNTINGTON CONVENTION CENTER

Lorem ipsum dolor sit consectetur
 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[REGISTER](#) [LEARN MORE](#)

Lorem ipsum dolor sit
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.


[REGISTER](#) [LEARN MORE](#)

Lorem ipsum dolor sit
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

[REGISTER](#) [LEARN MORE](#)

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

[LEARN MORE](#)



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

[LEARN MORE](#)


Lorem ipsum dolor sit
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.


[LEARN MORE](#)

Lorem ipsum dolor sit
 Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.




[LEARN MORE](#)

Lorem ipsum dolor sit

 (IMAGE: 128x128px) **Duis aute irure dolor in reprehenderit**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.




 (IMAGE: 128x128px) **Duis aute irure dolor in reprehenderit**
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Lorem ipsum dolor sit







 (IMAGE: 190x150px)  (IMAGE: 190x150px)  (IMAGE: 190x150px)

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

INVITE YOUR NETWORK


  

TITLE SPONSORS


Headline Sample
Subheadline Sample

FirstName LastName
 Job Title
 Company


[LEARN MORE](#)  (IMAGE: 290x250px)

Headline Sample

FirstName LastName
 Job Title
 Company


 (IMAGE: 200x200px) **Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.**
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

FirstName LastName
 Job Title
 Company

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.  (IMAGE: 200x200px)

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

This Email is Sponsored by:



RETAILERS
SAVE \$250
 OFFER ENDS FRIDAY

[LEARN MORE](#)

RETAILERS
SAVE \$250
 OFFER ENDS FRIDAY

[LEARN MORE](#)

RETAILERS
SAVE \$250
 OFFER ENDS FRIDAY

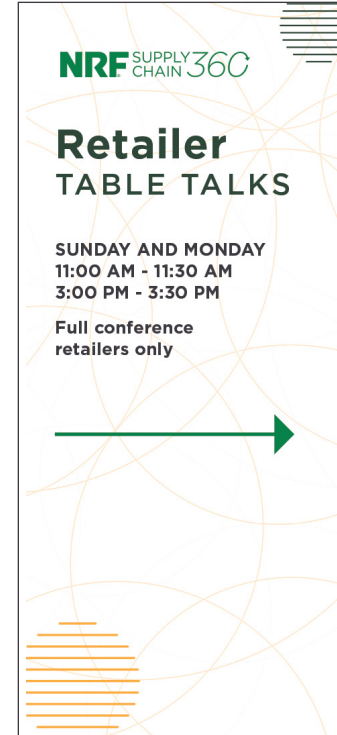
[LEARN MORE](#)

RETAILERS
\$450
 OFFER ENDS FRIDAY

[LEARN MORE](#)

[DOWNLOAD ARTWORK](#)

DESIGN EXAMPLES — Banner ads & social media templates



[DOWNLOAD ARTWORK](#)

THANK YOU

**QUESTIONS OR
COMMENTS?**

Kelli Esquilin

Digital Designer

P: 202-202 661 3052

E: esquilink@nrf.com

Erica Aquilina

Director, Brand & Creative Services

P: 202-495-7234

E: aquilinae@nrf.com