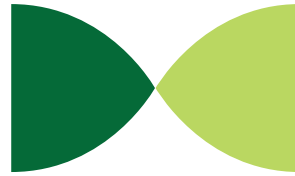# NATIONAL ANIMAL NUTRITION PROGRAM

Contents

Overview

The National Animal Nutrition Program (NANP) brand puts your organization's most enduring message at the forefront:

NANP's science based, data driven, and future focused data repository supports research, teaching, outreach, industry, and government use, which helps create a thriving, healthier world for humans, animals, and the environment.

Through properly executed graphic design and copy elements, your brand elevates your set of values and connection to your audience(s) in clear, consistent, and compelling ways.

Logo

NATIONAL ANIMAL NUTRITION PROGRAM

The NANP logo is a distinctive, memorable symbol that serves as your brand's ultimate recognition. This section will demonstrate the appropriate ways to display the logo, ensuring brand integrity, clarity, and consistency.

Logo

**NATIONAL
ANIMAL NUTRITION
PROGRAM**

Full color (preferred)

The full-color version of the logo should be used with priority.

Use the full-color version on white backgrounds only.

Logo

NATIONAL
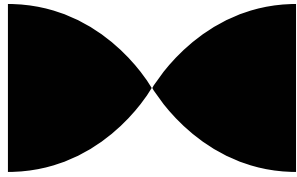**ANIMAL NUTRITION**
PROGRAM

One color

Use the **black version** of the logo on a white background only, when grayscale printing is your only option.
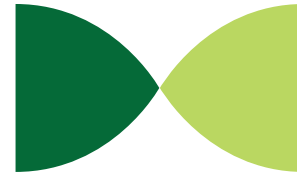
Use the **white version** of the logo for one-color reproduction, grayscale printing, or on a background color other than white.

Logo

NATIONAL
**ANIMAL
NUTRITION**
PROGRAM

one-color vertical logo on white

NATIONAL
**ANIMAL
NUTRITION**
PROGRAM

full-color vertical logo on white

Logo

NATIONAL
**ANIMAL
NUTRITION**
PROGRAM

one-color vertical logo
on NANP Dark Green

NATIONAL
**ANIMAL
NUTRITION**
PROGRAM

one-color vertical logo
on NANP Light Green

Logo

When developing NANP materials, the NANP logo must always appear with the necessary clearance.

The amount of white space around the logo is defined as a minimum of half of the width of the NANP icon away from the closest graphics.

full-color horizontal logo (guides shown for spacing)

Colors

Color is an integral part of NANP's brand identity. Consistent use of the color palette reinforces the brand's cohesiveness.

NANP's brand colors are NANP Light Green, NANP Dark Green, NANP Gray, and NANP Sidebar Gray.

To achieve consistent color, use the below color systems as follows:

CMYK: **Use CMYK for most professional and in-house printing.**
Uses a combination of four inks: Cyan, Magenta, Yellow, Black.

Pantone: **Use Pantone when professionally printing 1- and 2-color materials, particularly for logo or large color blocks for color consistency throughout materials.**
Uses specific ink colors.

RGB: **Use RGB for web, mobile, TV, etc.**
Uses a combination of Red, Green, and Blue light for onscreen display.

Hex: **Use Hex for web design and development (HTML, CSS, SVG, etc.).**
Uses a 6-digit hexadecimal code.

NANP Light Green

CMYK: 31, 0, 79, 0
PANTONE: 367 C
HEX: BAD661
RGB: 186, 214, 96

NANP Dark Green

CMYK: 90, 33, 98, 26
PANTONE: 7727 C
HEX: 026938
RGB: 2, 105, 56

NANP Gray

CMYK: 0, 0, 0, 80
PANTONE: COOL GRAY 11 C
HEX: 58585B
RGB: 88, 89, 91

NANP Sidebar Gray

CMYK: 0, 0, 0, 10
PANTONE: COOL GRAY 1 C
HEX: E9E9E9
RGB: 233, 233, 233

Typography Preferred

The NANP brand consists of three primary fonts: Montserrat Regular, Montserrat Black, and Montserrat Bold, with Montserrat Italic used sparingly.

All can be downloaded from Adobe Fonts (fonts.adobe.com).

When using:

- Avoid underlining text (ONLY underline hyperlinks in digital materials)
- Avoid italics unless a further level of typographical hierarchy/distinction is required (in this case, use only the Montserrat Italic weight)

Montserrat Regular: Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Black: Headlines

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Bold: Highlighted Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Montserrat Italic: Use Sparingly

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography Alternate

Although Adobe's Montserrat typeface is always preferred, in rare instances, downloading it may not be feasible.

In this case, use Microsoft's Arial typeface in the following weights.

Arial Regular: Body Copy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Black: Headlines

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Arial Bold: Highlighted Copy

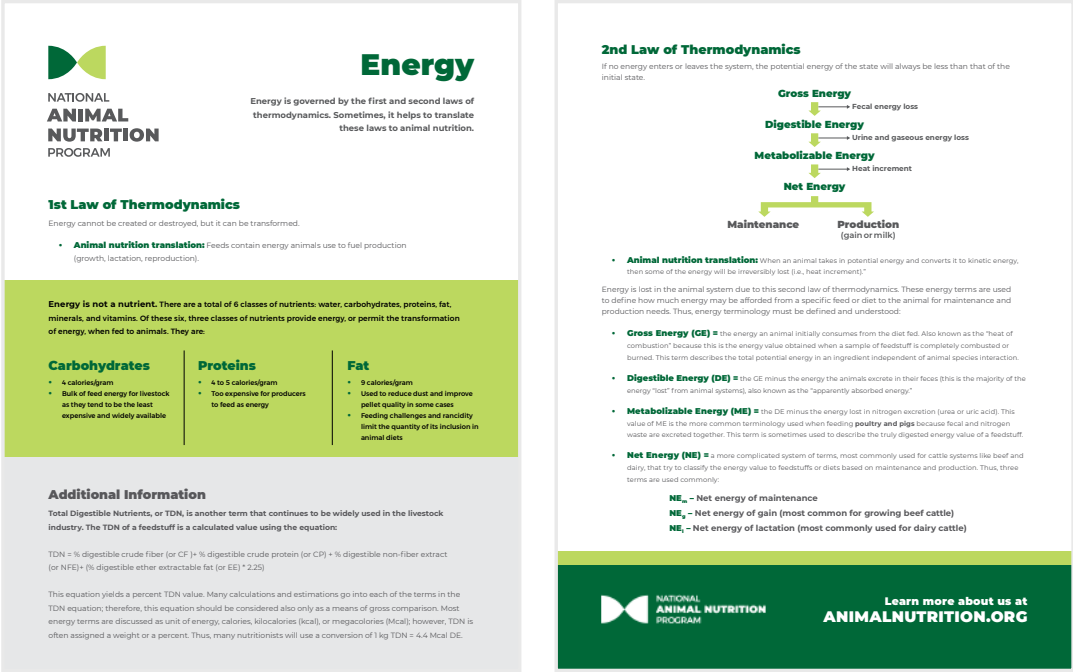**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Arial Italic: Use Sparingly

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Graphic Examples

NANP's professional materials demonstrate a unified look and feel that creates consistency and tells your story.

Audiences are more likely to connect with the NANP brand when they have a good understanding of what you're about.
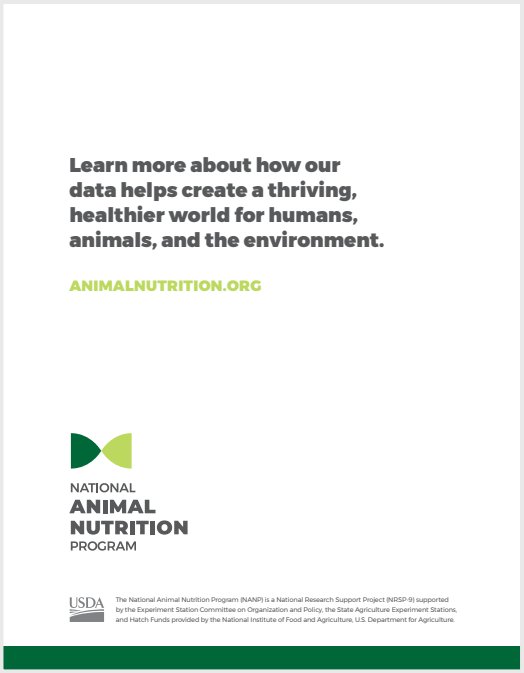

2-sided information sheet

Graphic Examples

booklet front cover

booklet back cover

Graphic Examples

Trusted data, better world.

Our comprehensive data repository for feed composition analysis and modeling is designed to support research, teaching, outreach, industry, and government use.

As an open-source, living document, it includes the most up-to-date findings for the animal science field, from academics to industry. As a comprehensive collection, it helps researchers fill current knowledge gaps. And as an electronic textbook, it provides an unparalleled educational resource for graduate students, so we can equip the next generation of animal scientists working toward a healthy, thriving world.

inside spread of booklet

Graphic Examples

environmental display

Icons

Icons can be an effective way to draw attention to a particular topic. They can also create readability in your materials (see Copy section, p. 20).

Icons should be:

- Clearly associated with the topics they represent
- Easily recognizable
- Consistent in design and form

Appropriate icon groupings can be found on stock image websites (e.g., Shutterstock, iStock etc.).

Photography

Choosing the appropriate photos to pair with design is crucial to conveying NANP's brand.

When selecting photos, stock images may be necessary. In this case, ensure the utmost accuracy in the following:

• Healthy, thriving livestock

• Types of feed used

• Farming techniques/practices

• Geography

Additionally, be mindful of your audiences—and possible reactions—when choosing photos. Ensure imagery is relevant to NANP's mission, vision, and values.

Audio/Video

Audio/video can be an effective way to communicate information in a clear, accessible way.

Like all NANP brand materials, audio/video should be
as high quality as possible to properly represent the organization.

When producing audio/video assets:

- Ensure your audio/video is recorded in a quiet area
- Be mindful of distracting background visuals
- When possible, use natural light and shallow depth
  of field to focus on the subject
- Open and close each video with branded NANP "bumpers"

intro bumper

outro bumper

Copy

Clear, effective copy is key to communicating the NANP brand and making a connection to your various audiences.

When marketing and communications materials are overloaded with content, your message is diluted, and audiences become overwhelmed.

For all marketing materials, distill content to accessible, manageable chunks of information.

This includes:

- Clear visual hierarchy (use of headings, subheadings, icons, body text, bulleted/numbered lists, etc.)
- Short paragraphs separated by white space
- Short lines of text
- Related content grouped together

This improves readability and increases recall for your audiences, instilling trust and strengthening their connection to NANP.

Incorrect Usage

Avoid incorrect use of the NANP brand guidelines, as shown in the following examples.

Do not use off-brand colors

Do not stretch elements to save room

Logo is mis-aligned with text and too close to edge

Text is too close to the color block below

Do not use diagonals

Do not use gradients

Text is too light, needs more contrast

Text is tracked out too far horizontally

Text is too light to read

Use photos that are geographically appropriate

Only use rectangles as photo "container" shapes

NATIONAL ANIMAL NUTRITION PROGRAM

Energy

Energy is governed by the first and second laws of thermodynamics. Sometimes, it helps to translate these laws to animal nutrition.

1st Law of Thermodynamics

Energy cannot be created or destroyed, but it can be transformed.

- **Animal nutrition translation:** Feeds contain energy animals use to fuel production (growth, lactation, reproduction).

Energy is not a nutrient. There are a total of 6 classes of nutrients: water, carbohydrates, proteins, fat, minerals, and vitamins. Of these six, three classes of nutrients provide energy, or permit the transformation of energy, when fed to animals. They are:

Carbohydrates
- 4 calories/gram
- Bulk of feed energy for livestock as they tend to be the least expensive and widely available

Proteins
- 4 to 5 calories/gram
- Too expensive for producers to feed as energy

Fat
- 9 calories/gram
- Used to reduce dust and improve pellet quality in some cases
- Feeding challenges and rancidity limit the quantity of its inclusion in animal diets

Additional Information

Total Digestible Nutrients, or TDN, is another term that continues to be widely used in the livestock industry. The TDN of a feedstuff is a calculated value using the equation:

TDN = % digestible crude fiber (or CF)+ % digestible crude protein (or CP) + % digestible non-fiber extract (or NFE)+ (% digestible ether extractable fat (or EE) * 2.25)

This equation yields a percent TDN value. Many calculations and estimations go into each of the terms in the TDN equation; therefore, this equation should be considered also only as a means of gross comparison. Most energy terms are discussed as unit of energy, calories, kilocalories (kcal), or megacolories (Mcal); however, TDN is often assigned a weight or a percent. Thus, many nutritionists will use a conversion of 1 kg TDN = 4.4 Mcal DE.

Incorrect Usage

Don't use NANP light green for body copy

Only use specified fonts

Only use on-brand colors

Only use all-caps sparingly

Aim for consistency and try to use lines that are at right angles instead of diagonal lines

Text leading is too tight vertically

Only use italics sparingly

Logo/background is too low-contrast to read

Do not introduce new elements such as curves

2nd Law of Thermodynamics

If no energy enters or leaves the system, the potential energy of the state will always be less than that of the initial state.

Gross Energy
→ Fecal energy loss
Digestible Energy
→ Urine and gaseous energy loss
Metabolizable Energy
→ Heat increment
Net Energy

Maintenance   **Production**
(gain or milk)

- **Animal nutrition translation:** When an animal takes in potential energy and converts it to kinetic energy, then some of the energy will be irreversibly lost (i.e., heat increment)."

ENERGY IS LOST IN THE ANIMAL SYSTEM DUE TO THIS SECOND LAW OF THERMODYNAMICS. THESE ENERGY TERMS ARE USED TO DEFINE HOW MUCH ENERGY MAY BE AFFORDED FROM A SPECIFIC FEED OR DIET TO THE ANIMAL FOR MAINTENANCE AND PRODUCTION NEEDS. THUS, ENERGY TERMINOLOGY MUST BE DEFINED AND UNDERSTOOD:

- **Gross Energy (GE) =** the energy an animal initially consumes from the diet fed. Also known as the "heat of combustion" because this is the energy value obtained when a sample of feedstuff is completely combusted or burned. This term describes the total potential energy in an ingredient independent of animal species interaction.
- **Digestible Energy (DE) =** the GE minus the energy the animals excrete in their feces (this is the majority of the energy "lost" from animal systems), also known as the "apparently absorbed energy."
- **Metabolizable Energy (ME) =** the DE minus the energy lost in nitrogen excretion (urea or uric acid). This value of ME is the more common terminology used when feeding **poultry and pigs** because fecal and nitrogen waste are excreted together. This term is sometimes used to describe the truly digested energy value of a feedstuff.
- **Net Energy (NE) =** a more complicated system of terms, most commonly used for cattle systems like beef and dairy, that try to classify the energy value to feedstuffs or diets based on maintenance and production. Thus, three terms are used commonly:

    NE_m – Net energy of maintenance
    NE_g – Net energy of gain (most common for growing beef cattle)
    NE_l – Net energy of lactation (most commonly used for dairy cattle)

NATIONAL ANIMAL NUTRITION PROGRAM

Learn more about us at
ANIMALNUTRITION.ORG

Going Forward

These brand guidelines act as a flexible, yet robust, foundation for communicating.

Maintaining consistency—with the logo, colors, typography, icons, photography, audio/video, and copy—is imperative. Veering too far from the guidelines can weaken your overall brand and erode audience trust.

When you adhere strictly to your brand, you'll be easily recognized as belonging to the same group, gaining a single major perception, and increasing NANP's recognition.

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