

## ABOUT NACLI LOGO



NACLI's leaders are visionary. They inspire others to realise the same vision, unifying communities to move towards a better future. Hence our compass icon illustrates the way we lead: with clarity, foresight and inspiring purpose.

Within the compass is a human figure with arms and legs reaching out beyond the sphere. This evokes how we constantly grow and expand our knowledge and capabilities, fostering a culture of learning and excellence. The outstretched arms also convey our spirit of community, how we reach out and build bonds within diverse communities.

The circular swath depicts pro-activism, how we are nimble and agile to take action. The circle also connotes holistic, all encompassing leadership, how NACLI leaders are not just knowledgeable and capable, but also has the heart and commitment to serve.

The icon's bright red colour is derived from PA's logo, visually articulating the link between the two brands. NACLI's red has subtle gradients that make it more vibrant, embodying the passion, energy and diverse strength of the community leaders. The logo's bronze colour retains the legacy of the former NACLI logo. Accented with lighter hues, the bronze part of the icon reflects the established, dignified stature of the brand while still looking contemporary and relevant. Overall, the chosen colours evoke how NACLI is grounded both on passion and purpose, legacy and continuity, learning from the past to pave the path forward.

The typeface is a customised sans serif font. A symmetry of curves and lines, this logotype exudes modernity and timelessness. The letters are in lower case instead of capitals, making the brand more accessible and humble, akin to the grassroots leaders who are making a difference on the ground, always in touch with the community. The letter I is deftly tweaked to look more angular, with its top edge pointing up towards the compass icon. This symbolises the individuals who journey with NACLI, emerging as leaders who inspire and direct the future.