



# Member Logo Brand Guidelines

October 2016

# NARI Member Logo Usage

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## Preferred Logo

Use the preferred, full color version on all NARI Marketing and Communication pieces. Use the black or white versions of the logo only when necessary.



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## Size Requirements



### Preferred Size: 1.25" wide

The required white space necessary around the logo is calculated by the height of the tagline - indicated by the grey X. That measurement is used to create equal height and width white space around the logo.



### Minimum Size: 0.75" wide

The logo should not be displayed or printed any smaller.

# NARI Member Logo Usage

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## Alternate Logo

Use the alternate logo only in instances where NARI is new to a market when the NARI acronym needs to be defined. Once the market is familiar with NARI, switch to the preferred logo.



# NARI Member Logo Brand Colors

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## Primary Color Palette

### **Spot: Pantone 3005C**

Print: C100 M43 Y3 K0

Digital: R0 G120 B201

Web: Hex #0078c9



### **Spot: Pantone 294C**

Print: C100 M86 Y29 K22

Digital: R0 G46 B109

Web: Hex #002856



### **Spot: Pantone 432C**

Print: C77 M63 Y53 K41

Digital: R51 G62 B72

Web: Hex #36424a



# NARI Member Logo Graphic Guidelines

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## DOs

- ✓ Use the NARI Logo prominently in full color in print and digital.
- ✓ Use the logo at the preferred size of 1.25" high. It cannot be displayed or printed any smaller than the minimum size of 0.75" in height.
- ✓ Use the white version to maintain the best contrast and legibility on blue, black or grey backgrounds. Other background colors can be used.
- ✓ Use the black or white versions for one color printing.

## DONTs

- ⊘ Do not modify the logo in any way:
  - ⊘ Do not omit elements of the logo.
  - ⊘ Do not change size or placement elements of the logo.
  - ⊘ Do not change the opacity of the logo.
  - ⊘ Do not change any colors.
  - ⊘ Do not stretch or distort the logo.
  - ⊘ Do not rotate the logo.
  - ⊘ Do not add special effects to the logo, such as drop shadows.
  - ⊘ Do not animate the logo.
- ⊘ Do not use the logo below the minimum width size.
- ⊘ Do not place the logo on a similar background.
- ⊘ Do not repeat the logo too many times on a print or digital piece unless developing a media background used in photo/video shoot.

## Which logo format do I use?

Digital (Web, Email, etc)	PNG	RGB, Black, White
Embroidery	EPS	CMYK, Black, White
Microsoft Office	JPG or EPS	RGB, CMYK, Black, White
Print	EPS	CMYK, Black, White
Silkscreen	EPS	CMYK, Black, White

EPS and PNG files have no background. JPG files will have a white background.

Please note: EPS files may not be able to open on your computer by simply clicking on them, but they will be able to be placed in any Microsoft Office product and viewed clearly. EPS files are vector based and will not pixilate when scalling to any size.

# NARI Member Logo Usage Guidelines

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NARI reserves the right to prohibit usage of the NARI Member Logo. Unauthorized NARI Member Logo usage may result in legal action.

## DOs:

- ✓ Use the Logo to identify and promote you and/or your company as an NARI member.
- ✓ Use the logo on business cards, letterhead, brochures, website, emails, etc., whenever possible.
- ✓ Use the logo linked to [www.NARI.org](http://www.NARI.org) in all digital usage (website, email).

## DONTs:

- ✗ Do not use Logo as an endorsement by NARI for any products or services.
- ✗ Do not use the NARI Member Logo to link to your company's website or any other websites.
- ✗ Do not use the Logo on any documents such as sales contracts, or legal documents provided to prospective or current clients.
- ✗ Do not use the Logo in any way that would reflect poorly on NARI.
- ✗ Do not use the Logo on any website that is in violation of any applicable laws or governmental regulations.

# NARI Branded Merchandise Examples

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