



Chapter Brand Guidelines

July 2016

NARI Chapter Logo Usage

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.



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 Chapter Logo Usage

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.



Longest Chapter Name

We have accommodated the longest NARI Chapter name from the list of Chapters as of June 2016.



NARI Chapter Logo Brand Colors

Primary Color Palette

Spot: Pantone 3005C

Print: C100 M43 Y3 K0

Digital: R0 G120 B201

Web: Hex #0078c9



Spot: Pantone 294C

Print: C100 M82 Y27 K19

Digital: R0 G46 B109

Web: Hex #003479



Spot: Pantone 432C

Print: C77 M63 Y53 K41

Digital: R51 G62 B72

Web: Hex #36424a



NARI Chapter Logo Brand Typography

Primary Typeface

Proxima Nova is the primary typeface. This type family will be used for headlines, sub-heads, call outs, structural elements and body copy.

Proxima Nova

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Full Family

Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Tagline

Adelle Sans Bold is the primary typeface. This type face is used for the tagline and sparingly to have an additional typeface for communications.

Adelle Sans

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Full Family

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789

NARI Chapter Logo Graphic Guidelines

DOs

- ✓ Use the NARI Chapter 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	PMS, CMYK, Black, White
Microsoft Office	JPG	RGB, Black, White
Print	EPS	PMS, CMYK, Black, White
Silkscreen	EPS	PMS, CMYK, Black, White

NARI Branded Merchandise Examples

