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.
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.
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
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Bold
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Full Family

Thin
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Light
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Regular
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Medium
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Semibold
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Bold
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Extra Bold
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Black
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 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
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Full Family

Regular
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789

Bold
AaBbCcDdEeFfGgHhIlIjJkKlLmMnNoOpPqRrSsTtUuVvWwXxYyZz 0123456789
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?

<table>
<thead>
<tr>
<th>Logo Format</th>
<th>File Type</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital (Web, Email, etc)</td>
<td>PNG</td>
<td>RGB, Black, White</td>
</tr>
<tr>
<td>Embroidery</td>
<td>EPS</td>
<td>PMS, CMYK, Black, White</td>
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<tr>
<td>Microsoft Office</td>
<td>JPG</td>
<td>RGB, Black, White</td>
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<tr>
<td>Print</td>
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<tr>
<td>Silkscreen</td>
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NARI Branded Merchandise Examples