



Brand Guidelines

Table of Contents

NARI Logo Usage.....3

NARI Logo Graphic Guidelines.....5

NARI Logo Brand Colors6

NARI Logo Brand Typography7

NARI Branded Merchandise Examples9

NARI 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



— 1.25" —

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.



— 0.75" —

Minimum Size: 0.75" wide

The logo should not be displayed or printed any smaller.

NARI 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.



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NARI Logo Graphic Guidelines

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

- X Do not modify the logo in any way:
 - X Do not omit elements of the logo.
 - X Do not change size or placement elements of the logo.
 - X Do not change the opacity of the logo.
 - X Do not change any colors.
 - X Do not stretch or distort the logo.
 - X Do not rotate the logo.
 - X Do not add special effects to the logo, such as drop shadows.
 - X Do not outline the logo.
 - X Do not animate the logo.
 - X Do not add any additional graphic elements to the logo.
 - X Do not stage the logo in a containing shape.
 - X Do not add a background color as a part of the logo.
 - X Do not place logo over texture or busy background.
 - X Do not use part of the logo combined with any other elements.
- X Do not use the logo below the minimum width size.
- X Do not place the logo on a similar background.
- X 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 scaling to any size.

NARI 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 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



Secondary Color Palette

Use the secondary colors sparingly to create emphasis or differentiation within a series, if applicable. They should not be used as the dominant color in marketing or communication pieces.

Spot: Pantone 1235C

Print: C0 M32 Y94 K0

Digital: R255 G184 B29

Web: Hex #ffb81d



Spot: Pantone 1655C

Print: C0 M84 Y100 K0

Digital: R255 G76 B0

Web: Hex #ff3507



Spot: Pantone 377C

Print: C58 M22 Y100 K4

Digital: R121 G154 B5

Web: Hex #799a05



Spot: Pantone 2592C

Print: C50 M89 Y0 K0

Digital: R158 G40 B181

Web: Hex #9e28b5



NARI 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 Typeface

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 Logo Brand Typography

Alternative Typeface

If Proxima Nova or Adelle Sans are not available on your device, please use the following typeface options as alternatives.

Arial

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Bold - Italic

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Helvetica

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Oblique

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Bold Oblique

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Avenir

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Oblique

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Black Oblique

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

NARI Branded Merchandise Examples





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