

# NARI Branding & Communications

L o g o   U s a g e   G u i d e l i n e s



# NARI<sup>®</sup>

NATIONAL ASSOCIATION OF  
THE REMODELING INDUSTRY

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# NARI Branding & Communications

## Logo Usage Guidelines

### Executive Vice President's Message

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#### Dear Members of NARI:

As part of NARI's Core Ideology, NARI has a clear and strong Core Purpose: to advance and promote the remodeling industry's professionalism, product and vital public purpose.

NARI is committed to the following Core Values:

- Professional: Ethical and honest; committed to high standards
- Open: Diverse and respectful; inclusive of many views and dedicated to free expression
- Progressive: Informed and knowledgeable; resourceful and flexible
- Member Focused: Focused on the importance of success, return on investment and profit

The NARI brand is a pledge of quality and a promise of excellence made to you as a NARI member and to your clients and customers. As a member of a professional association, you share a unique identity with other remodeling professionals. Collective recognition is a powerful tool and far exceeds the recognition of any individual company or firm.

Take advantage of this powerful member benefit to gain visibility and recognition in your market. Proudly use and display the NARI name and logo. From business cards, stationery, ads, signs and brochures, the NARI name and logo should be consistently and properly used. Frequent and consistent usage will build the NARI brand that defines you. The Logo Usage Guidelines will assist you in displaying the NARI name and logo properly. Precision and consistency with these guidelines are critical to success.

It is a privilege to serve you as a member of NARI. We wish you and your company continued future success.

Sincerely,

A handwritten signature in black ink that reads "Mary Busey Harris". The signature is written in a cursive, flowing style.

Mary Busey Harris, CAE  
Executive Vice President  
NARI

# NARI Branding & Communications

## Logo Usage Guidelines

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# NARI Branding & Communications

## Logo Usage Guidelines

The logo mark is an organization's most prominent visual representation of its brand identity. Consistent and accurate logo usage helps to build recognition of the NARI brand. The NARI logo was designed to achieve consistent use by all NARI members. The logo should be produced exactly as defined in the branding and communications guidelines. NARI Logos are available for download on the members-only page of the NARI web site. For best quality use the EPS file format. This vector-based format provides sharp edges and also allows resizing of images without losing quality. These guidelines should be followed whenever the logo is applied to your company materials.

### Four-color

The standard color logo appears in Pantone® #287 (PMS #287) with the words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" printed in 100 percent of that color (PMS #287). The left slant of the roof should also be printed in 100 percent of PMS #287, and the right slant of the roof should be screened at 40% of PMS #287. The CMYK equivalent of Pantone® #287 is C-100, M-68, Y-0, K-12. **The width of the logo should be 1/2 an inch or more, except in the case of business cards where the text beneath the acronym may be omitted and logo can be 1/3 an inch.**



### Two-color

When printing in two colors use the logo as shown. Use Pantone® #287 (PMS #287) with the words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" printed in 100 percent of that color (PMS #287). See page 2 of the logo usage guidelines for examples. The left slant of the roof should also be printed in 100 percent of PMS #287, and the right slant of the roof should be screened at 40% of PMS #287. The right slant can be screened at 100% if necessary. **The width of the logo should be 1/2 an inch or more, except in the case of business cards where the text beneath the acronym may be omitted and logo can be 1/3 an inch.**



### Single-color

The logo may be printed in black and white, as well. When printing in black, the words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" print in 100 percent black. See page 2 of the logo usage guidelines for examples. In black and white print, the left slant of the roof also prints in 100 percent black, and the right slant of the roof should be screened at 40%. The right slant can be screened at 100% if necessary. The logo may not be reproduced in multiple or graduated colors. Alternative (white and black) versions of the "Member" and "Chapter" logos may be used with embroidery, silk screening, and similar applications in which shading cannot be used. **The width of the logo should be 1/2 an inch or more, except in the case of business cards where the text beneath the acronym may be omitted and logo can be 1/3 an inch.**



# NARI Branding & Communications

## Logo Usage Guidelines

### Single-color

The logo may be printed in black and white, as well. When printing in black, the words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" print in 100 percent black. *See page 2 of the logo usage guidelines for examples.* In black and white print, the left slant of the roof also prints in 100 percent black, and the right slant of the roof should be screened at 40%. The right slant can be screened at 100% if necessary. The logo may not be reproduced in multiple or graduated colors. Alternative (white and black) versions of the "Member" and "Chapter" logos may be used with embroidery, silk screening, and similar applications in which shading cannot be used. **The width of the logo should be 1/2 an inch or more, except in the case of business cards where the text beneath the acronym may be omitted and logo can be 1/3 an inch.**



### Single Reverse-color

The logo may also be printed in reverse color. When printing on white, the words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" print in 100 percent black. *See page 2 of the logo usage guidelines for examples.* In black and white print, the left slant of the roof also prints in 100 percent black, and the right slant of the roof should be screened at 40%. The right slant can be screened at 100% if necessary. When printing on black, the logo may be printed in white. **The width of the logo should be 1/2 an inch or more, except in the case of business cards where the text beneath the acronym may be omitted and logo can be 1/3 an inch.**



# NARI Branding & Communications

## Logo Usage Guidelines

There are four variances allowed to the NARI logo for National Member or Chapter distinction. These variances are explained in detail as follows.

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### National Member Distinction

National members may use the “National Member” version of the NARI logo.



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### Member Distinction

Members may use the “Member” version of the NARI logo.



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### Chapter Distinction

Chapters may either the “Chapter” version of the NARI logo or...



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### Chapter Distinction

a Chapter may use a logo with their name denoted. NARI will create these logos upon request. Follow standard logo guidelines for size and color.



# NARI Branding & Communications

## Logo Usage Guidelines

Since a logo mark is an organization's most prominent visual representation and due to the fact that the NARI logo is trademarked, it may not be tampered with or altered for any reason by a NARI Chapter or a NARI Member.

### DO NOT

Distort any proportions of the logo. To resize the logo, click on the image and drag only the corner handles until the image is the desired size. Never drag from the center handle; doing so will distort the graphic.



### DO NOT

Reduce the size of the logo smaller than 1/2 inch wide or 144 pixels.



### DO NOT

Stage the NARI logo in a containing shape.



### DO NOT

Attach other graphical elements to the NARI logo.



### DO NOT

Shadow any components of the NARI logo.





# NARI Branding & Communications

## Logo Usage Guidelines

### DO NOT

Place elements or words within clear space.



### DO NOT

Colorize any element or reproduce in a non-authorized color.



### DO NOT

Place the roof trusses over other text or images.



### DO NOT

Add outline or shadow any components of the NARI logo.



### DO NOT

Include a background color as part of the NARI logo.



# NARI Branding & Communications

## Logo Usage Guidelines

### DO NOT

Delete the "National Association of The Remodeling Industry" text from beneath NARI, except in the case of business cards where the text beneath the acronym may be omitted and logo can be 1/3 an inch.



### DO NOT

Replace "National Association of The Remodeling Industry" with any other text.



### DO NOT

Attach text beneath the logo.



### DO NOT

Change the type face or lettering in any other way.



### DO NOT

Move or delete the registration mark from its position next to the "I" on the NARI logo.



### DO NOT

Incorporate art or type into the logo or allow art or type to overlay or underlay the logo.



# NARI Branding & Communications

## Logo Usage Guidelines

### Applications

Follow standard logo guidelines for size and color on all products.

When the logo appears on a light background, use the 4-color logo.

When the logo appears on a dark background, use the all white logo.



# NARI Branding & Communications

## Logo Usage Guidelines

### Requirements for Registered Trademark Usage

A trademark can be lost or have its value reduced by improper use or misuse. Proper usage, in accordance with the guidelines that follow, is imperative for the preservation of these assets. The trademark identifies the National Association of the Remodeling Industry, its membership and its programs.

The registered trademark symbol ® must always appear with the NARI logo in a position to the right of the "I" in the acronym "NARI." This is extremely important since the trademark can be revoked by the U.S. Federal Patent and Trademark Office if used incorrectly. Misuse of NARI's logo and marks potentially diminishes our legal protection of the NARI brand.

The following guidelines detail the proper use of the trademarks and trade names registered by the National Association of Remodeling the Industry. These Trademarks and trade names are valuable assets of the Association and must be used and protected as such.

### Member Responsibilities

Become familiar with the use of the trademarks and trade names and the limitations and guidelines set forth below.

Observe use of the trademark and trade names in the member's respective region and report unauthorized or improper use to NARI National by calling NARI's membership department at 800-611-NARI or by e-mailing [membership@nari.org](mailto:membership@nari.org).

### Local Chapter Responsibilities

Become familiar with the limitations and guidelines in order to provide correct advice on the trademarks and trade names.

Act promptly, with NARI National, to halt or prevent persistent unauthorized use of the trademarks and trade names.

Advise local members to stop usage of NARI trademarks and trade names if the members discontinue, resign, or terminate their membership in NARI. A template "cease and desist logo misuse" letter is available through the membership department at NARI National - e-mail [membership@nari.org](mailto:membership@nari.org) or call the membership department at 800-611-NARI.

Use of the NARI Chapter logo, created by NARI National with the chapter name within the logo, signifies that the chapter is officially recognized by NARI and that it will not be used to promote positions or activities contrary to those of the NARI Code of Ethics, Core Purpose and Core Values.

Chapters agree to use the camera-ready art and any graphic standard guidelines and to make no modifications, or allow any third party to make any modifications, to the logo and its elements.

# NARI Branding & Communications

## Logo Usage Guidelines

### **Requirements for using the NARI acronym in print:**

The correct way to print or type the NARI acronym is: NARI.

No Periods, dashes, hyphen, or spaces shall appear between the letters of "NARI" (Not: N.A.R.I., N-A-R-I or N A R I). "NARI" must always appear in upper case (Not nari or Nari) and not italicized (Not: *NARI*)

When advertising, the NARI logo should be followed by the registration mark symbol or the ad must state, "The NARI logo is a registered trademark of the National Association of the Remodeling Industry" in a legible font size.

### **CLOSING**

The NARI logo is valuable only so long as they continue to identify and distinguish members of the National Association of the Remodeling Industry (NARI) members, who have pledged themselves to the NARI Code of Ethics, from non-NARI members. It is every members' duty to be alert to the misuse of the NARI logo and report it to their chapter or NARI National. Report misuse by calling 800-611-NARI or by e-mailing [membership@nari.org](mailto:membership@nari.org).

### **Questions?**

Call the National office at 800.611.NARI (6274).

# NARI Branding & Communications

## Logo Usage Guidelines

### Colors

The NARI color palette features one primary color: Pantone® #287.

#### CMYK

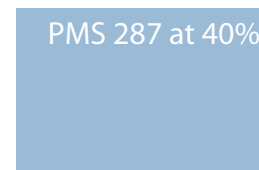
Four-color printing process. Preferred mode when designing for print.

C: 100    M: 68    Y: 0    K: 12

#### RGB

Colors used by a computer screen. Preferred mode when designing for the web.

R: 0    G: 56    B: 147



### Fonts

The following is the font used to create the NARI logo, which NARI Headquarters will email to vendors creating shirts or other materials with the NARI logo if they are trying to match the typeface:

TRAJAN PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### Advertising

The following fonts have been selected for use as brand font when advertising to the public. Advertising vehicles include magazine advertisements, flyers, brochures and other similar items.

Futura

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Pantone® is a registered trademark of Pantone, Inc.

# NARI Branding & Communications

## Logo Usage Guidelines

This booklet made possible by the following 5-Star Sponsors:



"Building a solid brand that resonates well with people takes time. Pella Corporation has spent over 80 years building the brand to the level that it is today. It is a privileged and significant asset to our corporation and we have a serious commitment to protecting it by actively managing rules and guidelines that drive a consistent look and feel to the broad market. This dedication to our brand ensures that the Pella brand will continue to be strong today and well into the future." .....**Carroll Bogard – Manager, Trade Segment Marketing, Pella Corporation**

Sponsored in part by:



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