BRANDING GUIDE '19

The National Association of Hispanic Real Estate Professionals®

nahrep®

Introduction

Welcome to the NAHREP® Branding Guide. Carefully controlled use of our logo and colors is highly effective in communicating the strengths of our organization. This document provides guidance on how the NAHREP logo and colors should be used for print and digital applications.

Approvals

For avoidance of doubt regarding usage of any branding, design, or logos, in either digital or print, requests must be submitted to NAHREP for approval prior to distribution. This includes but is not limited to the following:

Print

- Flyers and Save the Dates
- Program Booklets
- Sponsorship Packets
- Reports, magazines, and similar publications or event materials

Digital

- Email blast and banner
- Websites
- Social Media posts (Facebook, Twitter, etc.)
- Video content

Please contact the Senior Marketing Manager, Meghan Lucero, via email at **mlucero@nahrep.org** for all matters regarding these guidelines.

Contents

MAIN LOGO

MARK

Our Logo

Our logo is the constant that is used in every communication, either digital or printed. The logo should be considered as a pictoral mark, and not a combination of text and graphic elements. Accordingly, all margins, fonts and other elements must not be modified in any way. Accent logo shall only be against the main NAHREP blue, in any other instace where a dark background is required, use the full white logo. Black logo is to only be used when a color print is not available.
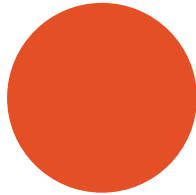
Mark is only to be used by NAHREP National in cases such as social media icons, social postings, app icons, and other digital collateral. For print collateral, mark must be positioned alongside any reference to NAHREP's full name.

ACCENT LOGO AGAINST NAHREP BLUE

MARK

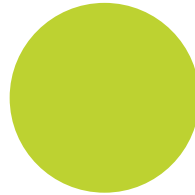FULL WHITE LOGO

MARK

MAIN LOGO IN BLACK

Color Palette

Color is a critical part of the NAHREP brand. This page provides information about the colors that should be used for reproduction of the NAHREP logo. It includes options for the PMS Pantone color to be used, the corresponding CMYK process color, and RGB color for digital and screen applications.
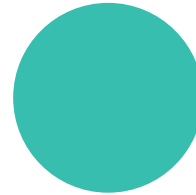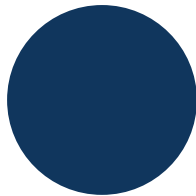
PANTONE	PANTONE 7597 C	PANTONE 390 C	PANTONE 3265 C
CMYK	11 / 92 / 100 / 2	27 / 0 / 100 / 3	66 / 0 / 39 / 0
RGB	214 / 059 / 039	181 / 189 / 0	0 / 199 / 177
HTML	#d8351A	#b5bd00	#00c7b1

PANTONE	PANTONE 2955 C	PANTONE 401 C
CMYK	100 / 55 / 10 / 48	10 / 11 / 17 / 27
RGB	0 / 59 / 111	175 / 169 / 160
HTML	#003b6f	#afa9a0

A
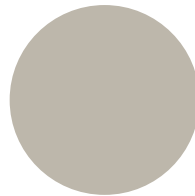
BEBAS NEUE

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

A

GOTHAM

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

A

FUTURA

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

Typography

To maintain consistent branding, NAHREP has selected a number of preferred fonts to be used for typography in the creation of branded collateral. Specific use of these fonts will vary depending on the nature of the creative work being developed. Some fonts are best suited to headlines, while others are also appropriate for longer paragraphs of text. Fonts are available in the Logo Pack at nahrep.org/branding.

1 INCH

MINIMUM WIDTH

1/5 OF THE LOGO WIDTH

CLEAR ZONE

SPACE ZONE - MARK

20% BLACK   0% BLACK

Use dark version of the logo for 20% black or less.

21% BLACK   100% BLACK

Use white version of the logo for 21% black or less.

Usage

The size of the logo plays an important role in how our brand communicates with the audience in the way that it was originally intended. The NAHREP logo must always be legible and maintain the integrity of its form and colors. For light backgrounds, the full color version must have 20% black tint or less. If the background is 21% black or more, use the white version of the logo.

Incorrect Usage

The way in which the NAHREP logo is displayed is also important to maintain a consistent branding message. This page illustrates examples of incorrect usage of the logo which apply specifically to the NAHREP pictoral marks appearing in this booklet.

X INCORRECT PLACEMENT
Logo is incorrectly rotated.

X INCORRECT COLOR
Any coloration other than displayed in this booklet is prohibited.

X INCORRECT SCALE RATIO
Logo is not scaled proportionally. Final result is squeezed or stretched.

X INCORRECT COLOR SPLIT
Logo must be displayed in colors show in this booklet.

X INCORRECT TRANSPARENCY
Logo is not visible because contrast ratio between background and the color of the logo is too low, or transparency is used.

X INCORRECT BACKGROUND
Logo cannot be placed against a textured background. This applies to full color logo and white logo.

MAIN LOGO

MAIN LOGO

MAIN LOGO

MARK

MARK

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Additional Logos

NAHREP has various sub-brands including NAHREP Alumni, NAHREP Platinum, and NAHREP CBOG. These programs have colors and marks unique to their brand.

Each NAHREP chapter will have a customized logo which follows the same guidelines as the national logo.

CHAPTER LOGO

CHAPTER LOGO ON DARK BACKGROUND

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