

# Brand Guidelines: **NAMAR**

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# LOGO RE-BRANDING

## Before

NAMAR had a logo that didn't show their modern brand, and their vision properly.



## After

We are offering two different logo versions.

### **VERTICAL LOGO:**

This version is the primary option.



### **HORIZONTAL LOGO:**

To be used in website, and as a secondary option.



# LOGO ICON **RE-BRANDING**

## **Before**

NAMAR used it's name as their logo icon.

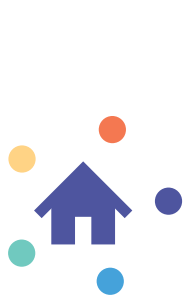


NAMAR

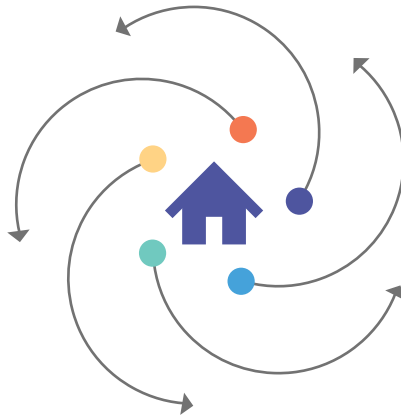
## Final Icon

NAMAR logo concepts are diversity and inclusion.

NAMAR's icon is a representation of their current vision.



+



=




house + diversity

inclusion

icon

# LOGO ICON **CLEAR-SPACE**

## Clear-Space

The logo should always be surrounded by the minimum clear-space equal to 1 time the height of the first part of the  on the logo icon.


## ICON LOGO





# LOGO CLEAR-SPACE

## Clear-Space


The logo should always be surrounded by the minimum clear-space equal to the height of the first part of the  on the logo icon.

## HORIZONTAL LOGO



# LOGO CLEAR-SPACE

## Clear-Space

The logo should always be surrounded by the minimum clear-space equal to the height of the first part of the  on the logo icon.

## VERTICAL LOGO



# CONCISE GENERAL BRAND GUIDELINES

- Our logo is usually placed at the bottom right or left on all material.
- In order to maintain a high level of professionalism, all communication material should be proof-read before going to print or being published.
- No http:// is used for any of our web addresses (or any other business unit site); www.domain.com is the standard convention.
- Our organization serves people and our images should portray the same. All imagery should be race and gender sensitive.

# OUR LOGO : **VERSATILITY**

## HORIZONTAL LOGO

### Horizontal and Vertical Logos:

The horizontal logo should always appear on a white background.

### Horizontal and Vertical Alternative Logos:

These logos (black and white versions) are alternatives and simplify versions of the primary logo that should be use on either too dark or too light backgrounds.



VERTICAL LOGO



# OUR DIGITAL LOGO : **APPLICATION**

## **Minimum size**

### **Print**

Our logo should not be smaller than 15mm

### **Screen print & Embroidery**

The minimum size for these reproduction methods is 40mm.

### **Digital**

To maintain its visual integrity, our logo should not be used smaller than 90px.

## **Where**

For effective brand recognition, our logo should always be applied consistently through out all marketing and corporate materials. In both printed and digital collateral the logo should appear at the top right, honoring the prescribed clear-space.

On forms and stationery our logo should be placed at the bottom right, also honoring the clear-space.

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When used smaller than the prescribed minimum size, the logo loses its legibility and will not reproduce accurately.

## **Print Finishing**

There are many available print finishes and when choosing-one consider whether it will complement the logo and its legibility.

Finishes such as holographic foils, etc., should be avoided. Instead, opt for something like chrome, silver or gold.

## **What Size?**

### **TOP:**

Our logo should be used at 20% of the page width. This rule only applies when the logo is not the focus of the design but rather used to brand a page.

- Examples are: flyers, online banners, posters, DVD covers, etc.


### **BOTTOM:**

As mentioned above, our logo is applied to the bottom mostly on corporate documentation and should then span 10% of the page width.

- Examples are: corporate forms, notices, presentation footers, etc.

# OUR LOGO : APPLICATION EXAMPLE

## Horizontal and Vertical Logos:

The gap between the logo and the edge of the page should be the size of the first part of the  as shown below. When there is already a page margin present, the logo can be mounted flush in the top right corner.



Minimum clear-space



Apply Page Margin







# OUR LOGO : **INCORRECT USE**

DO NOT adjust our logo; always use the artwork supplied and never recreate our logo. If you are unsure of any logo usage, please submit your questions to the person overseeing branding.

- DO NOT change our logo color.
- DO NOT change our logo in any way.
- DO NOT alter the vignette on the logo.
- DO NOT use the vignette logo on textured or image backgrounds.
- DO NOT add a drop-shadow to the logo.
- DO NOT add a stroke to the logo.
- DO NOT rearrange the elements.
- DO NOT place our logo on busy backgrounds, images or colors other than our primary palette.
- DO NOT distort our logo or alter the proportions; always scale proportionally.





# COMMUNICATION: **CONSISTENCY**

People place their trust in companies that have a strong, consistent brand. At NAMAR we have an obligation to our clients to always respect and maintain the trust they have in us. We can achieve this by ensuring that every member's brand experience is always consistent with our brand's personality, tone, values and standards.

Consistency in communication brings clarity and trust. If we fail to be consistent in our communications, we may lose our credibility, and our client's trust in our brand.

## **WHAT SIZE SHOULD I USE HERE?**

To the right are recommended logo sizes for landscape and portrait layouts. The guideline to follow is that the logo, including clear-space should stretch  $\frac{1}{4}$  of the page width on a portrait layout and  $\frac{1}{5}$  on a landscape layout.

# BRANDING COLORS : **PRIMARY**

When constructing the NAMAR vignette, make use of the CMYK swatches and not the pantone swatches.

Color Balance: Black is used for body copy only. If a lighter shade of black is desired for body copy, 80% black may be used, but never lighter.

## **Varying Colors:**

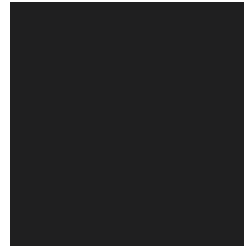
When a layout contains a dominating image that gives character to the communication, the chromatic harmony may be enhanced by looking for a color that is within the same range of tones as the photo in use.



Pantone 7670 C  
C:81 M:76 Y:4 K:0  
R:77 G:85 B:158  
HEX: #4d559e



Pantone Cool Gray 9 C  
C:56 M:47 Y:47 K:13  
R:115 G:116 B:116  
HEX: #737474



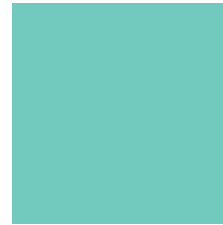
Pantone Black  
C:75 M:68 Y:67 K:90  
R:0 G:0 B:0  
HEX: #000000

# CORPORATE COLORS: **SECONDARY**

NAMAR secondary colors are skyblue, light teal, yellow, and orange. These colors can be combined with any or all the primary colors: blue, black, and grey.



Pantone 298 C  
C:67 M:22 Y:0 K:0  
R:69 G:162 B:218  
HEX: #45a2da



Pantone 570 C  
C:54 M:0 Y:31 K:0  
R:114 G:201 B:190  
HEX: #72c9be



Pantone 1345 C  
C:0 M:19 Y:55 K:0  
R:255 G:209 B:133  
HEX: #ffd185



Pantone 1635 C  
C:0 M:66 Y:72 K:0  
R:244 G:119 B:81  
HEX: #f47751



# TYPOGRAPHY

The typography selections express our brand's voice and tone.

Our font portrays our character, conduct, beliefs and values due to the visual nature thereof.

We tell our followers who we cater for and who we are by our font selections. It is imperative that we do not deviate from the font selections but expand thereon through the approval process. The main objective is to maintain who we are and simultaneously provide a vast variety of typography.

**PLEASE NOTE:** The Roboto Typekit is available through Google Fonts.

# TYPOGRAPHY: **PRIMARY FONT-SET**

Primary Font:

**PRIMARY FONT:  
ROBOTO BLACK**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstu  
vwxyz  
1234567890**

**PRIMARY FONT:  
ROBOTO BLACK**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890**

# TYPOGRAPHY: **SECONDARY FONT-SET**

**Secondary Font:**

SECONDARY FONT:  
**ROBOTO REGULAR**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
1234567890

SECONDARY FONT:  
**ROBOTO REGULAR**

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ  
abcdefghijklmnopqrs  
tuvwxyz  
1234567890