

# *NARI Logo Use and Guidelines*

The NARI logo was designed to achieve consistent use by all NARI members. With this in mind, we have revised the guidelines that were issued several years ago and created a second, modified version of the logo guidelines to overcome some difficulties experienced in certain uses. These guidelines should be followed whenever the logo is applied to your company materials:

- **NARI Logo sheets are available from NARI National by calling 847-298-9200.**
- The standard logo appears in black and white. The words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" print in 100 percent black. The left slant of the roof also prints in 100 percent black. The right slant of the roof should be screened between 38 percent to 50 percent.
- If color is used, NARI of Madison uses Pantone Color “**Reflex Blue**”
- The logo may be printed in a color other than black. When printing in color, the words "NARI," "National Association of the Remodeling Industry," "Member" and "Chapter" should be printed in 100 percent of that color. The left slant of the roof should also be printed in 100 percent of that color. The right slant of the roof should be screened between 38 percent to 50 percent of the same color.
- The NARI logo is trademarked and may not be tampered with or altered for any reason by a NARI member or Chapter.
- The logo may be reduced or enlarged with out changing its proportion. To avoid blurry or illegible appearance, it should not be reduced any smaller than 1/2 inch wide.
- The standard logo typeface is Times Roman. This typeface is very common and is available on most printers or through your local typesetting supplier. There are no restrictions on logo placement. The logo should be placed on any and all company materials including, but not limited to, letterhead, business cards, job signs, company trucks, portfolios, show-room displays, local home show booths, advertisements, T-shirts, hats, jackets and banners.
- An alternative version of the "Member" and "Chapter" logos may be used with embroidery, silk screening, and similar applications in which shading cannot be used. For this version, the right slant of the roof should be 100 percent white.

