



1455 Pine Ridge Road
Naples, Florida 34109
Office: 239-597-1666
Fax: 239-597-7725
www.NABOR.com
www.naplesarea.com

Usage and Brand Standards Guide
September 2022

Main logo with icon



Optional wordmark



Stacked Logo



Primary



Black & white



Secondary single color

Primary logos: The logo with the icon is the preferred logo for the majority of visual executions. The simplified wordmark logo can be utilized in a secondary execution should the need arise. The primary logo should always be the first choice.

Black & white: Can be used when colors are limited or the need to place the logo over photography or a dark background arises.

Secondary single color: When the logo needs to be displayed as a single color outside of the black and white executions.

The stacked logo: A modified variation of the primary logo. Its use is restricted to circumstances in which the horizontal logo cannot be accommodated. For example, the stacked logo can be used in a square or round space when the horizontal, primary logo does not fit.

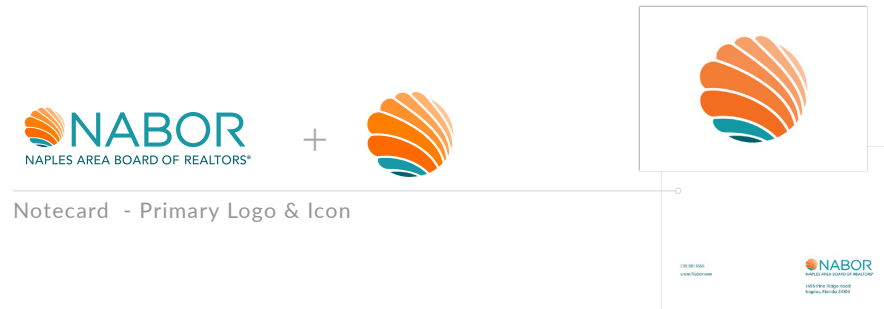


The NABOR icon can be utilized in conjunction with the main logo or the wordmark, but should not be presented on its own without establishing the brand's presence. This can be done by including the icon on a collateral piece or within an overarching experience.

For example:

- The notecard presents the icon first, followed by the primary logo
- The envelope shows the brand name on the front with the icon alone on the back flap
- The icon could live alone on a napkin (for example) since the brand would likely be seen on signage and collateral in the same space

The NABOR icon should always comply with the logo rules in this guide. It may be used in a creative way like a watermark or “windowed” with industry-related visuals. Exercise constraint using the icon at all times. It should never appear in multiple instances on the same asset such as “bullets”. The icon should never be broken into separate pieces. It should always be presented in its entirety. The white stacked logo is to be used in all videos. When the logo displays on a light background in a video, a full-color logo is to be used. A white box around the logo is never to be used in a video.



Notecard - Primary Logo & Icon



Envelope - Wordmark & Icon



Windowed - Icon with Real Estate visual

- ✗  Nunc rutrum turpis ut molestie tempus.
-  Phasellus et sapien efficitur, cursus eros faucibus, ligula.
-  Donec id lorem a quam euismod mollis vitae vel arcu.
-  Duis venenatis nisi et sagittis auctor.
-  In ultrices ligula vitae ves.

Bulleted list- example of overusing the icon



Icon Color Variations

Logo with icon clear space



Wordmark clear space



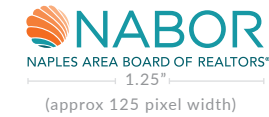
Stacked Logo



Logo clear space:

A minimum area of unobstructed clear space should be observed around each side of the logo in order to maintain its integrity. The Horizontal logos clear space should mirror the vertical space within the bowl of the letter R. The Stacked logo should observe a slightly larger space reflecting the space on the R from the X height to the baseline.

Logo minimum scale



Minimum size: In order to maintain legibility, the logo's minimum presence is defined. The wordmark allows for marginally smaller executions should space become an issue. Files provided for web usage have small, medium and large JPGs/PNGs to help with general resizing.

Should you need to manually resize the logo, make sure not to distort or stretch the logo so its original proportions are maintained.



Do not adjust the scale or spatial relationship of the logo to the NABOR icon.



Do not change or adjust typefaces within the logo.



Do not change the logo's colors outside of the provided approved versions.



Do not skew, bend, distort, stretch or crop the logo.



Do not place the logo on overly busy backgrounds or images with low contrast.



Do not outline or add additional strokes to the logo.



Do not tilt or put the logo at an angle.



Do not remove the "Naples Area Board of REALTORS®" from the logo.

 CMYK_Print>  **AI**>  **EPS**>  **JPG**>  **PDF**>  **TIFF** **Pantone_Special_Print**>  **AI**>  **EPS** **RGB_Web**>  **AI**>  **EPS**>  **JPG**>  **PDF**>  **PNG(transparent)**>  **SVG**

Logo files are provided in CMYK (for print applications), RGB (for web applications) and also Pantone (for print applications with best color accuracy).

AI & EPS: The most flexible file format for designers, printers, agency partners, vendors et al. containing vector graphics (mathematically created geometry) which are infinitely scalable and are the native file types for logos.

PDF: The best all-around file format since it can preserve vector and also raster images (photographic) and can be used by end-users as well as design teams and vendors.

SVG: A web-friendly vector format, typically used by web designers for its flexibility.

PNG: Great for online usage since the file retains a transparency channel which can be used to place overtop other graphics like photos or mastheads, etc.

JPG: The most common raster format (pixel-based). This can be used in both print and web. JPG contains compression, so not always the best for color reproduction. You can experience file degradation over time from saving over and over. JPG has its pitfalls since your logo can only be used on a white background (no transparency like PNG).

TIFF: The best raster format (pixel-based) since it's an uncompressed format (drawback is it's also the largest file type). You typically see TIFF used for optimal professional photography, especially if you're ok printing in 4-color (CMYK) rather than spot colors.

If you plan to get your logo embroidered, you will need to provide the vendor a vector format (AI, EPS, PDF) and from there they will convert the file to a DST file type to match their hardware with specific size, stitch type, etc.

Brand Primary Colors

NABOR Turquoise CMYK - 76 / 12 / 29 / 11 PMS - 2236 RGB - 18 / 153 / 164 HEX - 1299A4	NABOR Teal CMYK - 86 / 24 / 33 / 43 PMS - 5473 RGB - 0 / 97 / 108 HEX - 00616C	NABOR Orange CMYK - 0 / 64 / 100 / 0 PMS - 1505 RGB - 243 / 109 / 33 HEX - F36D21	88% Tint
			76% Tint
			64% Tint
			52% Tint
			40% Tint

Brand primary colors: The three colors found within the NABOR logo are a light turquoise, teal and orange.

The orange should be used with the most restraint due to its intensity. Areas calling for small pops of color are great but large floods of color should be avoided. The orange can be used with percentages of it tinted to white (as shown on the right) to reflect the logo execution.

CMYK = Print projects

PMS = Specialty spot color print projects

RGB = Web graphics

HEX = Web graphics (easier to copy/paste code)

Brand Secondary Colors

NABOR Soft Blue CMYK - 10 / 2 / 4 / 0 RGB - 226 / 237 / 239 HEX - E2EDEF	NABOR Cool Gray CMYK - 0 / 0 / 0 / 60 RGB - 114 / 125 / 132 HEX - 727D84	NABOR Dark Teal CMYK - 85 / 0 / 25 / 85 RGB - 0 / 54 / 61 HEX - 00363D	NABOR Black CMYK - 30 / 30 / 30 / 100 RGB - 255 / 107 / 0 HEX - FF6B00
--	--	--	--

Brand secondary colors: Supporting colors which help elevate and complement the brand's visual presence.

Headline

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

DOWNLOAD HERE

Subhead &
Call to actions

Lora - Regular / Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DOWNLOAD HERE

Body Copy

Poppins - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DOWNLOAD HERE

Headline Example | Regular | Tracking 40 | Leading N/A

ARTS & CULTURE

Headline Example | Book & Regular | Tracking 40 | Leading N/A

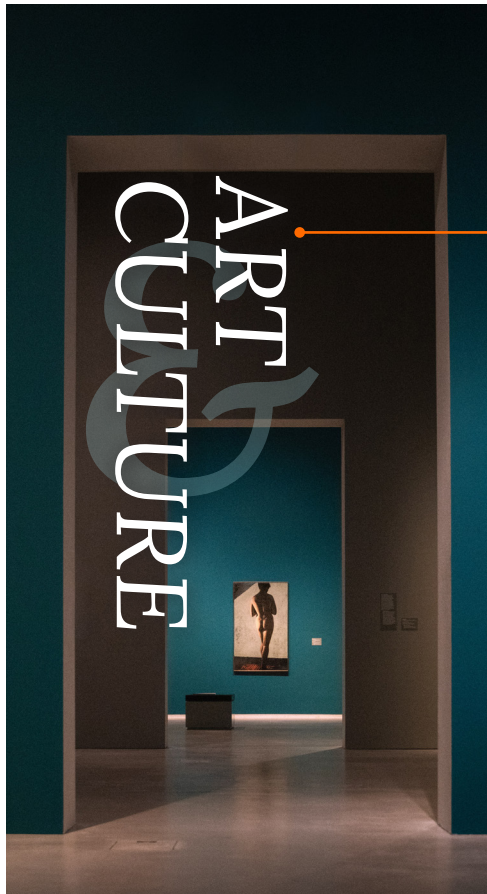
NAPLES REALTOR

Subhead Copy Example | Tracking 0 | Leading 150%

Congratulations on your choice to become a member of the Naples Area Board of REALTORS®. The real estate profession has expanded and offers one of the widest career selections in the business world today.

Body Copy Example | Tracking 0 | Leading 150%

By joining the Naples Area Board of REALTORS®, you are joining the largest individual membership trade association in Naples. Whether you are beginning an exciting career in real estate or have years of experience under your belt, now is the time to make your business the best it can be and the Naples Area Board of REALTORS® is here to help. We encourage you to take full advantage of the tools and products that NABOR® has to offer. They have been designed with you and your professional success in mind. Utilize these tools to make your business grow!



ART & CULTURE

NAPLES REALTOR

Congratulations on your choice to become a member of the Naples Area Board of REALTORS®

By joining the Naples Area Board of REALTORS, you are joining the largest individual membership trade association in Naples. Whether you are beginning an exciting career in real estate or have years of experience under your belt, now is the time to make your business the best it can be and the Naples Area Board of REALTORS is here to help. We encourage you to take full advantage of the tools and products that NABOR has to offer. They have been designed with you and your professional success in mind. Utilize these tools to make your business grow!