

NARI Member Logo Graphic Guidelines

DOs

- ✓ Use the NARI Logo prominently in full color in print and digital.
- ✓ Use the logo at the preferred size of 1.25" high. It cannot be displayed or printed any smaller than the minimum size of 0.75" in height.
- ✓ Use the white version to maintain the best contrast and legibility on blue, black or grey backgrounds. Other background colors can be used.
- ✓ Use the black or white versions for one color printing.

DON'Ts

- ⊗ Do not modify the logo in any way:
 - ⊗ Do not omit elements of the logo.
 - ⊗ Do not change size or placement elements of the logo.
 - ⊗ Do not change the opacity of the logo.
 - ⊗ Do not change any colors.
 - ⊗ Do not stretch or distort the logo.
 - ⊗ Do not rotate the logo.
 - ⊗ Do not add special effects to the logo, such as drop shadows.
 - ⊗ Do not animate the logo.
- ⊗ Do not use the logo below the minimum width size.
- ⊗ Do not place the logo on a similar background.
- ⊗ Do not repeat the logo too many times on a print or digital piece unless developing a media background used in photo/video shoot.

Which logo format do I use?

Digital (Web, Email, etc)	PNG	RGB, Black, White
Embroidery	EPS	CMYK, Black, White
Microsoft Office	JPG or EPS	RGB, CMYK, Black, White
Print	EPS	CMYK, Black, White
Silkscreen	EPS	CMYK, Black, White

EPS and PNG files have no background. JPG files will have a white background.

Please note: EPS files may not be able to open on your computer by simply clicking on them, but they will be able to be placed in any Microsoft Office product and viewed clearly. EPS files are vector based and will not pixilate when scaling to any size.