



Naples Area Board of REALTORS®

Real life. Real answers.®



NABOR BRAND STANDARDS

Visual Identity Guidelines



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INTRODUCTION

Branding is the process of communicating the sum total of all that is known, thought, felt and perceived about an organization's products and services. The NABOR® brand*, which makes NABOR unique, is one of our association's most valuable assets. As NABOR continues to evolve, we are working to ensure that our branding remains relevant to our changing market

Any NABOR Member who follows the NABOR BRAND STANDARDS and Visual Identity Guidelines when they represent NABOR as a Board Member, Committee Chair, Committee Member or Member will not only communicate the integrity of the NABOR brand, but they will increase the value of our branding. Each time the NABOR visual identity is presented properly, a stronger bond will be formed between Members, consumers and NABOR. When Members apply the NABOR visual identity and adhere to the standards correctly and consistently across all media, they will be communicating our commitment to professionalism. We ask that you protect the NABOR brand and preserve the impact of NABOR branding by complying with these standards and visual identity guidelines.

***Trademark Notice**

The registered mark should always appear with either the registration superscript symbol ® next to the trademark or if the symbol ® is not used, a clarifying sentence known as a "text notice" is to be printed (see page 6). It is mandatory that one form of notice or the other be used in the document.

After the first time the registration symbol ® appears in a document, subsequent trademark notices are not required.



BRAND ATTRIBUTES

Also known as core values, brand attributes represent the essence of the NABOR brand. The attributes anchor NABOR, deliver a distinctive image to NABOR, and result in the desired perception of NABOR which creates trust and loyalty; goals of NABOR branding. The following brand attributes are characteristics that identify the physical, character and personality traits of the NABOR brand.

Leadership

NABOR is an established local board of REALTORS® with a legacy of over 60 years serving its Members. The Naples Area Board of REALTORS® is viewed as a leader in the real estate community and is comprised of dedicated and loyal Members who have a positive and progressive impact on the community as a result of their professionalism, integrity and competence.

Resource Center

NABOR prepares Members for success with exceptional educational opportunities. NABOR produces monthly local market studies to equip Members with the most current real estate market information. NABOR advocates for Members at the state, local and national level.

Community Partner

NABOR provides a trusted and valuable partnership that delivers “the Voice for Real Estate”. NABOR Members endeavor to educate the community by providing real estate services and market information to the community.

Accessible

NABOR engages Members, media and consumers with approachable people and programs that deliver value and impact through partnering. NABOR welcomes Members for leadership opportunities, volunteer groups and outreach to shape and revitalize the profession.

Trustworthy

NABOR exudes a sense of quality and trust in their communications and events that reflect the values of the Members and community.

Professional

NABOR continues to develop programs that promote the utmost level of professionalism among Members. NABOR supports REALTORS with training and resources that raise the bar of excellence, consistently providing trusted real estate experts to the community.

Marketing-Driven

NABOR demonstrates the quality and expertise of REALTORS so Members are recognized and sought out for their value. NABOR communicates a consistent, professional message in every experience with Members, media and consumers, anchoring NABOR branding as distinctive and valuable.



REGISTERED TRADEMARKS

Trademarks are unique terms, symbols or a combination of terms and symbols that communicate a specific message. NABOR marks serve to identify Members of the Naples Area Board of REALTORS and distinguish them from Non-Members. Proper notice must be given to the registration of the NABOR marks, which are looked upon as representative of our standards. If our trademarks are not protected, their distinctive meaning may become lost and will no longer serve to identify NABOR correctly.

The NABOR trademarks may be used provided you adhere to guidelines for the following marks:



Preferred Logo: NABOR with Egret, Pier and Naples Area Board of REALTORS



Optional Logo: NABOR with Egret and Pier

Real life. Real answers.®

Tagline: Real life. Real answers.

NABOR®

Acronym: NABOR



REGISTERED TRADEMARKS *Continued*

Trademark Notice

The registered mark should always appear with either the registration superscript symbol ® next to the mark or a clarifying sentence known as a “text notice” somewhere in conjunction with the registered trademark that appears in the document. It is mandatory that one form of notice or the other be used in a document.

Registration Symbol ® Notice

When the registration symbol ® is applied the first time you reference one of the trademarked terms in a printed piece, subsequent trademark references in the same document are not required once the first notice is made.

The registration symbol ® must appear immediately after a registered mark; it must be positioned to the upper right of the registered mark; and the registration symbol ® must be legible.

Text Notice

Since the registration symbol ® is not the only acceptable notice of registration, a clarifying sentence known as a “text notice” may appear in a document when a mark is used without the trademark symbol ®. By placing a trademark text notice on a document in legible type size, it will not be necessary to show the registered trademark symbol ® anywhere, as the trademark text notice statement replaces the ® registration symbol. If there is doubt on usage, insert the registered trademark symbol ®.

When a text notice statement is placed in a document in lieu of a registration symbol ®, use the following statement in your document. For example:

NABOR, Naples Area Board of REALTORS, “Real life. Real answers”, and the Board’s logos are registered marks owned by the Naples Area Board of REALTORS.

The following statement should appear at the bottom of the page on which the term REALTOR ® is first used:

REALTOR is a federally registered collective Membership mark, owned by the National Association of REALTORS which identifies a real estate Professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS and subscribes to its strict Code of Ethics.



BRAND ELEMENTS

The consistent and correct use of the NABOR branding elements: logo, logo banner, tagline, acronym, color palette and typography are essential to preserving the impact of the NABOR branding. The following components serve to identify and differentiate NABOR.

LOGO

The NABOR logo is to be clearly featured on all NABOR marketing materials and all NABOR communications to the public. The logo is not required to be placed in email.



This is the preferred logo.

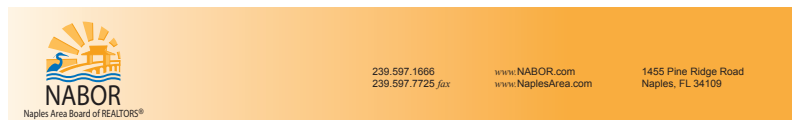


Use this logo when the preferred logo is reduced in size and the text becomes illegible.

LOGO BANNER

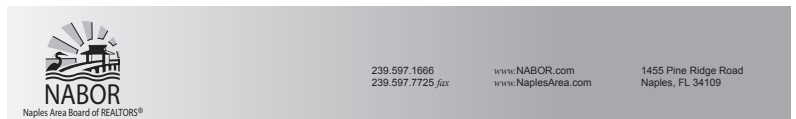
The preferred placement of the banner is at the top of a document. The banner may be used in lieu of a NABOR logo.

Color Banner



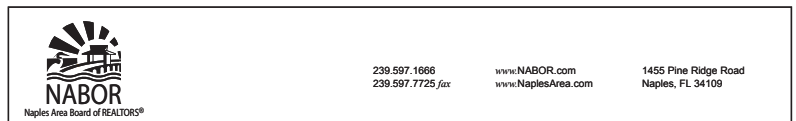
Real life. Real answers®

Grayscale Banner



Real life. Real answers®

Black Banner



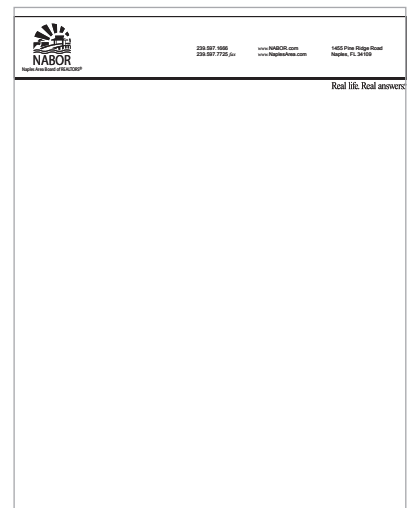
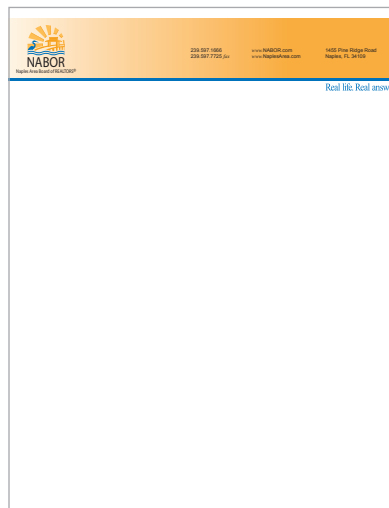
Real life. Real answers®



BRAND ELEMENTS *Continued*

LOGO BANNER

Placement of Banner on 8.5 x 11 page



TAGLINE

Real life. Real answers.®

The tagline is to appear in conjunction with the NABOR logo. The tagline is to be followed by either a registered trademark symbol or text notice (see page 6). The tagline must always appear in upper and lower case in Times New Roman. When the registration symbol ® is used, it is to be applied the first time you reference one of the trademarked terms in a printed piece. Subsequent trademark references in the same document are not required once the first notice is made.



BRAND ELEMENTS *Continued*

ACRONYM

NABOR®






The NABOR acronym is to be followed by either a registered trademark symbol ® or text notice (see page 6). When the registration symbol ® is used, it is to be applied the first time you reference one of the trademarked terms in a printed piece. Subsequent trademark references in the same document are not required once the first notice is made. The acronym NABOR must appear in upper case.



BRAND ELEMENTS *Continued*

COLOR PALETTE

Color plays an important role in representing the NABOR brand. It provides a uniform look and clear visual identity to NABOR marketing and communication material. The specified color palette below is to be used on NABOR communications where color is appropriate.

	INK	PRINT	MONITOR	WEB
Primary Color Palette		PMS 138	CMYK C: 0 M: 42 Y:100 K: 1	RGB R: 246 G: 160 B: 26 HEX #E37C00
	ORANGE			
		PMS 2935	CMYK C: 100 M: 46 Y: 0 K: 0	RGB R: 0 G: 118 B: 192 HEX #005ABB
	BLUE			
Secondary Color Palette		BLACK	CMYK C: 30 M: 30 Y: 30 K: 100	RGB R: 0 G: 0 B: 0 HEX #000000
	BLACK			
		PMS 613	CMYK C: 0 M: 4 Y:100 K: 30	RGB R: 192 G: 173 B: 0 HEX #B19B00
	OLIVE			
		PMS 142	CMYK C: 0 M: 28 Y: 76 K: 0	RGB R: 253 G: 190 B: 87 HEX #F3BD48
SALMON				



TYPOGRAPHY

Typography works with other design elements to make NABOR branding distinct, recognizable, legible, visually appealing and consistent. Arial is the preferred, but not mandatory, typeface for use in all NABOR communications and marketing materials. Times New Roman is also an acceptable typeface. The fonts within both typeface families may be used: regular, bold, semi-bold, italic, narrow or condensed.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL NARROW ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL NARROW BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country. The quick brown fox jumped over the fence.

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

TIMES NEW ROMAN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.

TIMES NEW ROMAN BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Now is the time for all men to come to the aid of their country.

The quick brown fox jumped over the fence.



LOGO GUIDELINES

The NABOR logo is the primary graphic element of the NABOR visual identity. Everything bearing the NABOR logo represents our association and reinforces awareness of NABOR. When the logo application is used properly with the other elements of the branding system, a unique and effective visual style is established. It is important that a consistent image is maintained to ensure that our branding remains strong, distinctive and protected. The NABOR logo is to be clearly featured on all NABOR marketing materials and all NABOR communications with consistent application, precise production and conformity to the guidelines and specifications. The logo is not required to be placed in email.



Minimum logo size is one inch in length from beginning of tagline to the ® trademark and 72 pixels wide in a 72 dpi environment.

Size

It is important to maintain the integrity of all elements of the NABOR logo and proportion when sizing the logo. The logo may be resized, but the proportions must be maintained and the type must remain legible. The NABOR logo should never appear smaller than one inch in width from the beginning of the tagline to the end.

Clear Space

The NABOR logo is most effective when surrounded by as much clear space as possible. A minimum area of protection must be maintained around the logo in all situations. No other graphics such as text or images are to appear in the clear space area. The logo is to be surrounded by an "X" height of clear space all the way around it to maintain legibility. An "X" height is equal to the height of the NABOR logotype so it does not compete with other images, graphics and text.



Protection area delineated by the X-height of the NABOR type.



LOGO GUIDELINES *Continued*

Color

Whenever possible, the NABOR logo is to appear in full color. When a single color application is used, the preferred color is PMS 2935 Blue.

Background

The full-color logo with a transparent background is preferred for a white, light or medium solid contrasting color background.



The logo with a solid white background and orange border is preferred when a white, light or medium contrasting color background is not available; when the background is an image or graphics; or you are in doubt.





LOGO GUIDELINES *Continued*

When the logo appears on a dark background, use either a white logo or the full-color logo with a white background and orange border.



When the logo is presented in one color, the preferred color is PMS 2935 Blue.



When black and white is the format, use either a black or grayscale logo.





LOGO GUIDELINES *Continued*

Incorrect Usage:



Do not separate any of the logo elements.



Do not change the colors of the logo.



Do not distort the logo in any way.



Do not use any other typeface to replace part of the logo.



Do not make the logo an outline.



Do not place the logo on a busy image.



Do not rotate the logo.



Do not violate the clear space around the logo.



Do not use the NABOR Egret and Pier art on its own without the logotype.



Do not place a reflection below the logo.



Do not place a dropshadow behind the logo.



LOGO GUIDELINES *Continued*

Standards

Whenever possible, the NABOR logo is to be used in its full color form. Use only the digital electronic logo art files provided by NABOR at (NABOR/pdc/logo tbd).

The NABOR logo may only be used on “official” NABOR communications between committees and staff; between committees and members; between staff and members; and between the committees, staff and the public. The NABOR logo may be used on promotional items such as golf caps, t-shirts, brochures, posters, press releases or letter to membership, for example.

The NABOR logo should never be incorporated into another logo design.

Unless approved by the Board of Directors, the NABOR logo may not be used to indicate any kind of endorsement of any product or service by the Association, to indicate that any official status for any product or service has been conferred by or is otherwise associated with the Association, or to show any kind of relationship with the Association.

NABOR reserves the right to disallow any use of the NABOR logo.



EVENT Promotion

Mandatory Logo and Footnote:

All official NABOR events require a NABOR logo and a footnote* to be displayed legibly on all advertising, educational, marketing and collateral material used to promote the event.



The Naples Area Board of REALTORS®
presents the ALL NEW

NAPLESAREA.COM

YOUR NAPLES HOME,
A CLICK AWAY

Please celebrate with us at the
WEBSITE LAUNCH PARTY

October 21, 2009
5:00-7:00PM
Naples Area Board of REALTORS®

Website Demonstration
Networking
Margaritas and Tropical Hors d'oeuvres

Please register on NABOR.com
to attend this FREE Event

Official NABOR® event brought to you by
the Naples Area.com Committee



NABOR
Naples Area Board of REALTORS®

*Mandatory footnote example:

*Official NABOR event brought to you by the 2010
Professional Recognition Committee.*



Name Badges

NABOR requests that NABOR Staff and Leadership wear Name Badges at official NABOR events. The Name Badges are vital to promoting the Naples Area Board of REALTORS, and they help to raise awareness of the NABOR brand by consistent use of our distinct visual identity.





Domain Usage

The use of “NABOR” in a domain registered by a third party is a violation of the federal AntiCybersquatting Consumer Protection Act, which is an amendment to the federal trademark law, the Lanham Act. Therefore, the acronym “NABOR®” and “Naples Area Board of REALTORS®” may not be used in a domain name or email address.

Examples: sue@suenabor2013.com

or

sue@suenaplesareaboardofrealtors13.com



E-Mail Signature

In an effort to extend the NABOR brand identity to E-Mail, an excellent communication “touch point”, NABOR requests that Staff incorporate a standard E-Mail signature block in communications with the general Membership and the public. The use of the standard E-Mail signature block indicates that NABOR stands behind the information and the services provided in the NABOR E-Mail communications and builds, promotes, protects and maintains effective NABOR branding. A personalized signature without the full standard signature block is acceptable for internal, casual communications.

When a NABOR member represents NABOR in an e-mail communication as a Board Member, Committee Chairman, Committee Member or representative of NABOR, the member should use their NABOR title with their signature immediately following their correspondence, positioned above their corporate information/signature. For example: Kathy Zorn, NABOR Marketing Committee Chairman.

The following standard E-mail signature block is to be applied correctly and used consistently by staff. The inclusion of a direct dial number or extension is optional. The color black or blue may be selected. The use of the Arial font in the “Name” line is optional, and the remainder of the signature block must be in the Arial font.

Name (optional font)
Title
Naples Area Board of REALTORS®
1455 Pine Ridge Road
Naples, Florida 34109-2139
Direct Dial: xxx-xxx-xxxx
Office: 239-597-1666
Fax: 239-597-7725
www.NABOR.com
www.NaplesArea.com

CONFIDENTIALITY NOTE

This electronic mail transmission may contain confidential or privileged information. If you believe that you have received this message in error, please notify the sender by reply transmission and delete the message without copying or disclosing it. All personal messages express views solely of the sender, which are not to be attributed to the Naples Area Board of REALTORS.



GRAPHICS ARCHIVE

To maintain a consistent level in the reproduction of the NABOR logos, always use the electronic art provided on (www.NABOR.com/tbd) where you will find downloadable versions of the logo, commonly used templates and the NABOR BRAND STANDARDS/ Visual Identity Guidelines.

LOGOS

- Solid Black
- Solid Blue
- Grayscale
- Black reversed out of White
- White reversed out of Black
- Full Color with a transparent background
- Full Color with a white background and orange border

TEMPLATES

- Banner /Word Document Color
- Banner /Word Document Grayscale
- Banner/Word Document Black
- Fax Cover Sheet
- Minutes/Committee /color
- Agenda/Committee/color
- Attendance/Committee /color
- Tent Cards
- Check Request



PRESS RELEASE GUIDELINES

A press release is a short, written document that communicates information to the public and creates favorable interest. It should have a clear headline at the top, sufficient facts and quotes to support the news story, brief supporting background on the association, and contact information for journalists who want to follow up with a phone call for more information.

All NABOR Press Releases are to be submitted to the NABOR Marketing Staff to approve and edit as necessary to insure correct journalistic style and NABOR branding prior to the Press Release being issued.

Press releases should use the following journalistic style:


- *The headline should tell the story in ten words or less.*
- *The opening paragraph should answer the “W” questions: who, what, when, where, why, and how. Include WHAT the event is, WHEN the event is taking place, WHERE it is taking place, HOW MUCH it costs, WHO is involved, WHY it is taking place and HOW it is being made possible.*
- *The body should use the inverted pyramid strategy in which the body of the press release is written with the most important information and quotes first in case the story needs to be cut.*
- *Press releases should be printed on one side of the page & no more than two pages long.*
- *The day and date of the week should be used e.g. Tuesday, July 9, 2010.*
- *Do not submit a press release in all upper case characters.*

Also:

- Follow the rules of grammar, punctuation and capitalization.
- Compose, read, print, proofread and edit prior to submitting the release to the Marketing Department.
- Use the NABOR banner.
- Follow the sample format.
- Archive the news release.
- Track results.



PRESS RELEASE GUIDELINES *Continued*



239.597.1666
239.597.7725 fax

www.NABOR.com
www.NaplesArea.com

1455 Pine Ridge Road
Naples, FL 34109

Real life. Real answers.®

FOR IMMEDIATE RELEASE

Contacts: Chuck Kansy, Chair of Community Involvement Committee, (239) 293-2069
Maribeth Shanahan, Director of Professional Development Services, (239) 597-1666

NAPLES AREA BOARD OF REALTORS PARTNERS WITH COLLIER COUNTY BUILDING ASSOCIATION AND GREATER NAPLES CHAMBER OF COMMERCE FOR LOCAL BLOOD DRIVES AND HAITI RELIEF EFFORTS

NAPLES, Fla. - Feb. 2, 2010 -The Naples Area Board of REALTORS® (NABOR®) announces a series of community blood drives being organized in conjunction with the Collier County Building Industry Association and the Greater Naples Chamber of Commerce.

NABOR's goal is to fully replenish limited local blood supplies, and to work for Haiti relief efforts. The NCH Community Blood Center, the local blood supplier, will be collecting blood for the community's needs while the American Red Cross will be present at select blood drive locations to collect monetary donations for the Haitian relief effort."

President Brenda Fioretti said, "It is through the combined efforts of community organizations like NABOR, CBIA, and the Greater Naples Chamber of Commerce that we can make a real difference in people's lives."

The Blood Drive will be held Saturday, February 6th from 10am to 2pm at Marquesa Plaza, located at on the NE corner of Pine Ridge & Livingston in Naples.

Walk-ins are welcome, but pre-registration is strongly encouraged for those who want to donate at a specific time. Pre-register by contacting Laura Rosen of the NCH Community Blood Center at (239)436-5455 or contact her via email at laura.rosen@NCHmd.org. Donors must weigh at least 110 pounds and be at least 16 years old (with parent present). Photo identification is required for all donors. Donors must eat prior to giving blood and be well hydrated.

NABOR volunteers will be on site at the blood drive to provide assistance as necessary for this most worthwhile joint effort. Monetary donations can also be made online at www.colliercountyredcross.org. For a complete calendar of community blood drives visit www.givebloodcbc.org.

The Naples Area Board of REALTORS® (NABOR) is an established organization (Chartered 1949) whose members have a positive and progressive impact on the Naples Community. NABOR is a local Board of REALTORS and real estate professionals with a legacy of over 60 years serving 4,000 plus members. NABOR is a member of the Florida Association of REALTORS® and the National Association of REALTORS®. NABOR is structured to provide programs and services to its membership through various committees and the NABOR Board of Directors, all of whose members are non-paid volunteers.

Sample press release



MEMBER RESPONSIBILITY

Each NABOR Member has been given an important responsibility to preserve and protect the integrity of the NABOR identity and marks. As both a tradition and a duty, please participate to promote and protect the valuable NABOR identity and marks so they may continue to serve as the indispensable means of identifying NABOR as a professional REALTOR organization with the highest ideals.

The NABOR marks are not to be used by Members for their personal use in business cards, stationary, websites, advertising, collateral or any other personal marketing material.



QUESTIONS?

The NABOR Marketing Department is available to answer questions regarding the use of these guidelines at 239-597-1666.

Thank you for your cooperation.

NABOR, Naples Area Board of REALTORS, "Real life. Real answers", and the Board's logos are registered marks owned by the Naples Area Board of REALTORS. REALTOR is a federally registered collective Membership mark, owned by the National Association of REALTORS, which identifies a real estate professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS and subscribes to its strict Code of Ethics.

NABOR Brand Standards/Visual Identity Guidelines developed by the Marketing Committee



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