



Brand Guidelines

June 2021



The National Apartment Association (NAA) is the leading voice for the rental housing industry and a valuable partner in every community, providing members with the most comprehensive range of strategic, educational, operational, networking and advocated resources they need

**to learn, to lead
& to succeed**

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Brand positioning & pillars

The mission of NAA is to serve as the trusted, preeminent resource for all stakeholders in the rental housing industry through advocacy, education and collaboration.

Our promise is founded on these brand pillars:

Trusted Partner

Better decision making and greater success will both come faster when you have an experienced and steadfast advisor charting your course through the changing landscape of the rental housing industry. As the stepchild status of rental homes diminishes, and as different demographic targets realize the benefits of renting a home, new opportunities and new challenges present themselves. NAA is the one association to join if you want to know everything that is taking place in the apartment housing industry today—and tomorrow.

Valuable Connector

As a federation of nearly 160 affiliates, NAA encompasses over 82,000 members representing more than 10 million apartment homes globally. We have built solid partnerships with key players in the international real estate community which greatly strengthen our members' investments and growth potential. Our members include apartment owners, management executives, developers, builders, investors, property managers, leasing consultants, maintenance personnel, suppliers and related business professionals. We offer multiple networking opportunities throughout the year so you can meet the people you want to meet in order to work more efficiently, form new partnerships and build your organization. The NAA team provides even more connections to suppliers, buyers, resources and opportunities.

Powerful Advocate

NAA is the voice of the rental housing industry not only on Capitol Hill but also through our affiliated associations in states and localities from coast to coast. At the federal level, we partner with National Multifamily Housing Council (NMHC) to advocate for a supportive legislative and regulatory climate to ensure a strong, vibrant housing market. We work to reform the tax code and housing finance system to stabilize the industry. We help property owners effectively manage their businesses through our work on issues such as music licensing, employee criminal background checks and emotional support animals. At the state and local levels, NAA analyzes legislation and regulations, conducts research and provides insight and advocacy resources to help build our members' strength and influence. We coordinate national grassroots outreach to educate and mobilize activists on issues impacting the industry and contribute to political campaigns to support pro-apartment candidates through NAA's Political Action Committee.

Marketing Leader

As the largest organization representing the rental housing industry, NAA's primary goal is to help ensure our members' success. That means setting the tone and leading the conversation about the rental housing industry. That means thought leadership that actively creates positive messages, goodwill and sustained enthusiasm in the many options and benefits that apartment homes offer residents, communities and owners alike. We are the association that invests our efforts in guiding smarter professionals, building stronger communities and spreading the value of feeling the warm welcome and safety of home—whether you rent or whether you own.

Communicating the Brand

Brand voice & tone

NAA brand communications should be inspiring and compelling to:

- » **excite & engage** new members
- » **boost enthusiasm & loyalty** in existing members
- » instill a **renewed sense of purpose** and drive for NAA employees

THE NAA VOICE IS



Messaging: Keeping your story consistent

The ‘elevator’ pitch

NAA membership offers valuable strategic resources, networking opportunities and a powerful advocacy voice from local communities to Capitol Hill that will help professionals in the rental housing industry get where they need to go. Membership and participation in NAA can make a very real difference in the upward path your career (and your earnings) takes.

The ‘full’ pitch

NAA creates opportunities for more than 82,000 members by providing four main resources: training and guidance, partnerships and face-to-face connections, legislative influence and marketing information. Members from coast to coast and, increasingly, from around the world, enjoy real career advantages with these benefits. Our leadership training makes sure you keep up with the rapidly changing landscape of the industry. NAA conferences and expositions are just a couple of ways we can put you face to face with the top apartment home developers, suppliers and management professionals in the industry—both within the U.S. and around the globe. From your local community all the way to Capitol Hill, we’ll be a voice for meaningful changes to legislation—tax reform, environmental regulations, building codes—that could have a positive impact on your business for many years to come. Finally, NAA offers you a place to experience savings through member advantage programs including NAA Open Door and NAA Click & Lease. All the resources you need to learn, lead and succeed are in one place.

Boilerplate language

About NAA

The National Apartment Association (NAA) serves as the leading voice and preeminent resource through advocacy, education, and collaboration on behalf of the rental housing industry. As a federation of 149 state and local affiliates, NAA encompasses over 93,000 members representing more than 10.5 million apartment homes globally. NAA believes that rental housing is a valuable partner in every community that emphasizes integrity, accountability, collaboration, community responsibility, inclusivity and innovation. To learn more, visit www.naahq.org. NAA thanks its strategic partners Lowe’s Pro Supply and Yardi.

The boilerplate language is standardized language that may appear on the bottom of news releases, brochures or other corporate materials. Guidelines on usage are on page 23.

Use of industry terms

Use	Do Not Use
apartment community	complex
apartment home(s)	unit(s) (unless within formal legislation)
community	property
community manager or property manager	landlord
homeowner or homeownership	home owner or home ownership
community owner	landlord
lease (as a verb)	rent
rental housing industry	multifamily housing industry
prospective resident	prospect
renters' insurance	renters insurance or renter's insurance
resident	tenant

Logo Usage

Logo use

The NAA logo is comprised of three components. Unless specifically addressed in the guidelines, all three components must be present when using the NAA logo. Exceptions on page 9.

PREFERRED FULL COLOR

Mark
The mark is the pictorial element of the NAA logo. The connecting A's represent unity and inclusiveness while leading the path to the future.

Name
NAA's name is spelled out to reinforce the brand.

Tagline
NAA's tagline summarizes its brand essence. As the voice of the apartment housing industry, NAA leads the way in redefining home as wherever you live. See page 15 for tagline usage.



ALTERNATIVES

The black and white versions are only to be used if necessary due to color restriction or background color.



Tagline use

The complete NAA logo with tagline should be used in all forms of corporate correspondence and materials. This includes formal and corporate correspondence, marketing materials, stationery, digital and website properties. Minimum size and clear space guidelines should be strictly enforced to protect the brand.

The logo without the tagline may be used when:

- The minimum size required is below the recommended size for tagline usage as listed on page 10
- Creating a sub-brand
- Used in co-branding
- Used in a conference logo

TAGLINE

We Lead the Way Home

PREFERRED LOGO WITH TAGLINE



EXAMPLES WITH THE NAA LOGO WITHOUT TAGLINE CAN BE USED



When there is a size limitation
(see page 16)



When creating
a sub-brand



When co-branding with
a partner or affiliate

Clear space

The NAA logo is most effective when surrounded by as much clear space as possible to ensure its visibility and impact. No graphic elements of any kind should invade this zone. As shown in the graphic to the right, a minimum area of unobstructed clear space is defined as 1/4 the size of the logo type.

For digital applications, maintaining a 10 pixel clear space is preferred.

CLEAR SPACE



Minimum size

To ensure visibility and legibility, the NAA logo with the tagline should never be reduced below the minimum size of 1.375 inches wide for print, or 100 pixels wide for digital applications.

The NAA logo without the tagline should never be reduced below the minimum size of .75 inches wide for print, or 55 pixels wide for digital applications.

MINIMUM SIZE WITH TAGLINE



MINIMUM SIZE WITHOUT TAGLINE



Logo misuse

The NAA logo is a valuable asset and should be properly used and protected. The logo should never be altered. This page presents examples of common mark misuses.



Do not use unapproved colors



Do not distort or alter the shape



Do not add special effects



Do not place positive logo on a dark background



Do not modify or create alternate versions of the logo



Do not tilt or rotate logo



Do not layer text over the logo



Do not add a border around the logo space



Do not alter or reset the lettering in the logomark

Brand architecture

The master brand is the complete logo with tagline as shown to the right. In all cases of corporate representation, the master brand should be used.

All subbrands should be combined with the master brand as shown to the right to show hierarchy, ownership and dominance in the brand. This format increases brand awareness for the master brand and broadens brand legacy. When creating a subbrand, utilize the master brand logo without the tagline.

NAA product logos should begin to incorporate the master brand if it fits into the guidelines as noted earlier. Aligning all product brands to the color palette is another way to maintain brand allegiance.

MASTER BRAND



SUB BRANDS



NAA PRODUCTS



units

The “Powered by NAA” language is part of the conference logos and must be present. The exception to this rule would be for signage displayed onsite at the event.

NAA CONFERENCES



Co-branding

For partners wishing to co-brand with the NAA logo, the relationship should be as follows:

[Master NAA brand](#) | [Partner brand](#)

When co-branding, utilize the master brand logo without the tagline. The partner brand logo should always appear 15 percent smaller than the master NAA logo to convey the federation structure. Always maintain the proper amount of clear space as defined on page 10.



15 percent smaller than master brand



15 percent smaller than master brand

3 point rule
20 percent black

Style Guide

Style Guide

Color palette

The primary colors ensure visual consistency and give the NAA brand a unique presence and identity. Consistent use of color will help reinforce the NAA brand.

The secondary color palette can be used to add emphasis or to differentiate elements in graphics such as charts and graphs.

To ensure accurate color representation, follow these guidelines for color usage:

For print applications, use the CMYK color values indicated. Use Pantone® color (spot) when the use of color is limited or specified.

For presentation (PowerPoint) or word processing (Word) applications, use the RGB color values indicated.

For website applications, use the Hex color values.

Event color palettes are determined on an annual basis. Colors may include but not limited to NAA’s color palette.

PRIMARY COLOR PALETTE



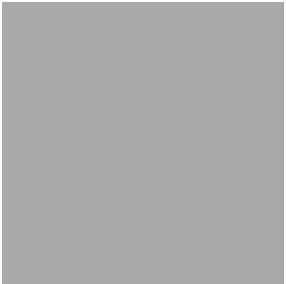
CMYK 100 / 55 / 0 / 1
RGB 0 / 107 / 182
Pantone (spot) PMS 660
Hex 006bb6



CMYK 50 / 0 / 100 / 0
RGB 141 / 198 / 63
Pantone (spot) PMS 368
Hex 8dc63f



CMYK 64 / 56 / 53 / 28
RGB 88 / 89 / 91
Pantone (spot) PMS 425
Hex 58595b



CMYK 35 / 29 / 28 / 0
RGB 170 / 169 / 170
Pantone (spot) PMS Cool Gray 6
Hex aaa9aa

SECONDARY COLOR PALETTE



CMYK 0 / 59 / 100 / 0
RGB 255 / 132 / 0
Pantone (spot) PMS 151
Hex ff8400



CMYK 76 / 5 / 36 / 0
RGB 0 / 177 / 176
Pantone (spot) PMS 326
Hex 00b1b0



CMYK 0 / 30 / 95 / 0
RGB 255 / 184 / 29
Pantone (spot) PMS 1235
Hexffb300



CMYK 81 / 12 / 1 / 0
RGB 0 / 168 / 226
Pantone (spot) PMS 2995
Hex00a8e2

Typography

Designated typefaces are used to create a consistent brand image across all communications. Gotham Narrow and Condensed are the preferred brand family typefaces. Gotham Narrow is a simple, clean and modern font that looks good for anything from headlines to text. There are multiple weights in this family; book and bold are the primary weights to be used.

A secondary font, Gotham Condensed, is preferred for accents, call-outs and subheads.

These two fonts make up the NAA logo mark and are available for commercial purchase.

When the preferred fonts are unavailable, or for online applications, both Arial and Arial Narrow are acceptable.

When a serif font is specified (legal documents, white papers, etc.), the Garamond font can be used.

PRINT

PRIMARY

Gotham Narrow Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY

Gotham Condensed Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATE/ONLINE

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ALTERNATE/SPECIAL USE

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Photography

Photography should be sharp, clear and modern with high contrast and bright whites. The tone of the photos should align with the keywords on page 7.

When apartment buildings are depicted, there should always be a diverse variety from small, garden-style apartments to high-rise developments. Photos should convey home is where you live as a positive choice, and with a confident, warm and energetic tone.

Unique angles and perspectives and tight cropping also add to the interest level of the imagery.

When showcasing people, use a diverse amount of ethnicity, gender and age.

Audio/visual

All videos should include “National Apartment Association” or “NAAEI” as appropriate, the official NAA logo with tagline and URL at beginning or end of the video. Audio recordings should also acknowledge the association. Copyright information must be included where appropriate. These guidelines apply to podcasts, webinars and various other media. The communications department should approve all audio and visual projects.



Design Examples

Visual ID overview

The visual platform for NAA will be a grid style approach utilizing colors and tones from the color palette to create a clean, consistent look. The images can be customized to speak to the audience in a relevant way. Depending on the application, you may use full color images for more emphasis on the actual imagery, or toned images for a more subdued approach where you want the copy more emphasized. In instances where images of people are present, use only full color images.

The grid concept plays off the foundation that NAA provides as well as creates white space for additional narrative.

In most instances, images should not be placed singularly in the box. The grid should appear as an intersection of images where the lines interrupt and divide the images to create a more interesting composition.



FULL COLOR IMAGERY



TONED IMAGERY

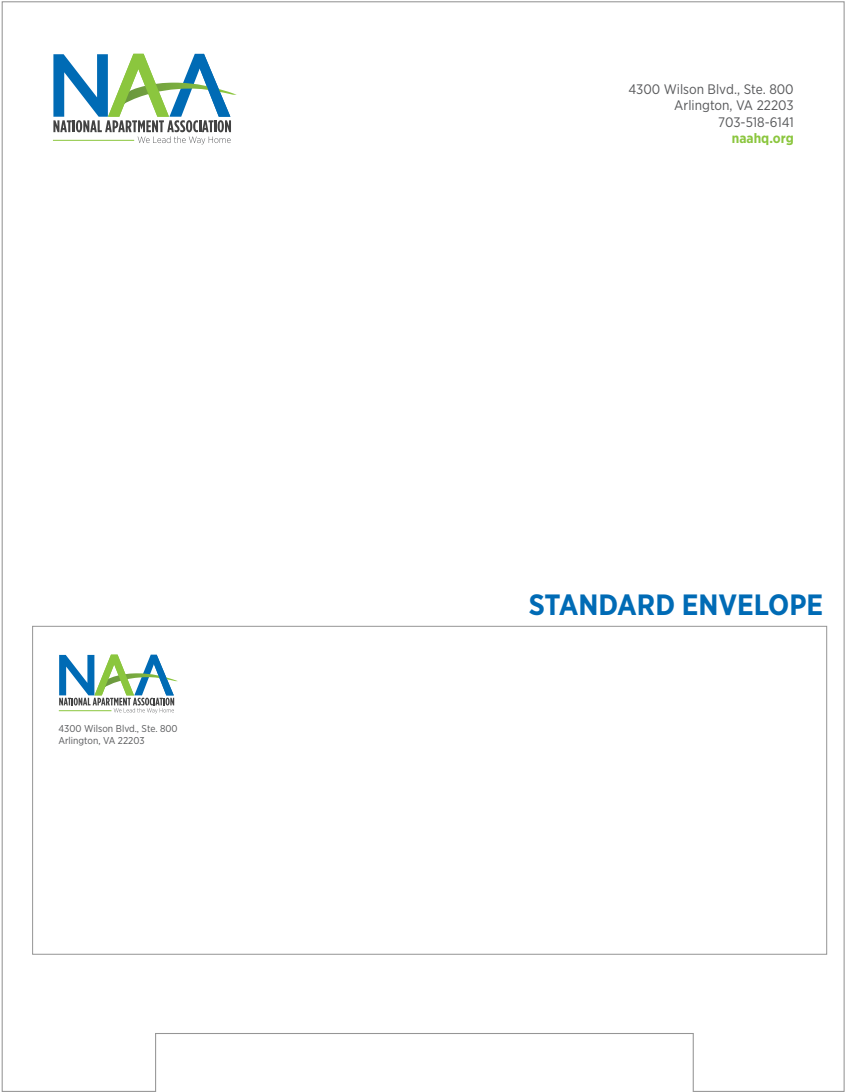
Stationery

The family of stationery products, letterhead, #10 envelope and business cards maintain a brand consistency throughout and utilizes some of the graphic elements used in other collateral pieces.

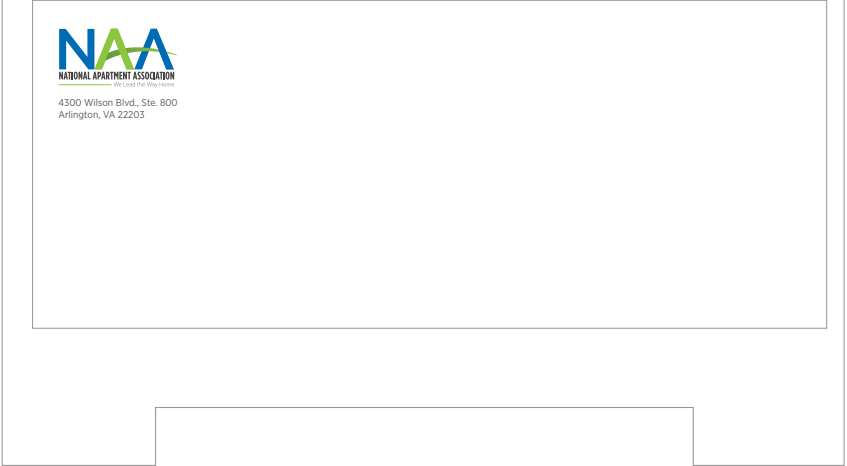
Templates are available from the communications and marketing team.

Please email communications@naahq.org.

STANDARD CORPORATE LETTERHEAD

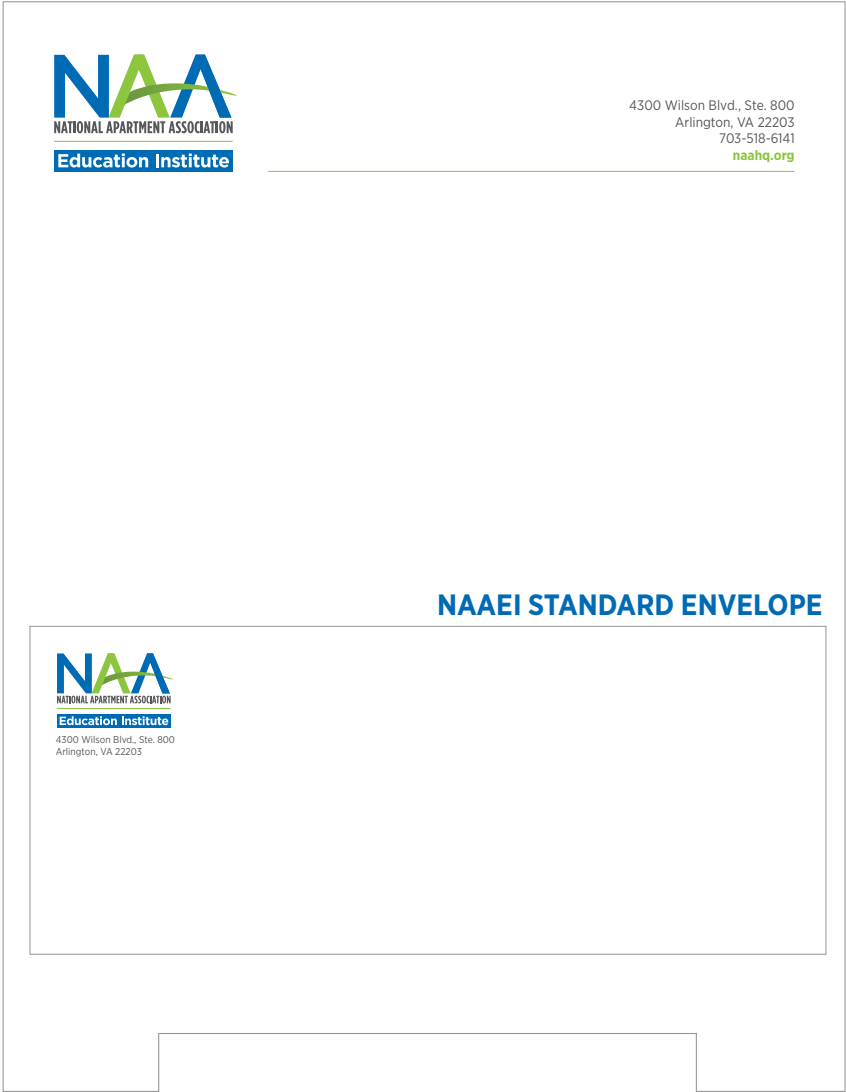


STANDARD ENVELOPE

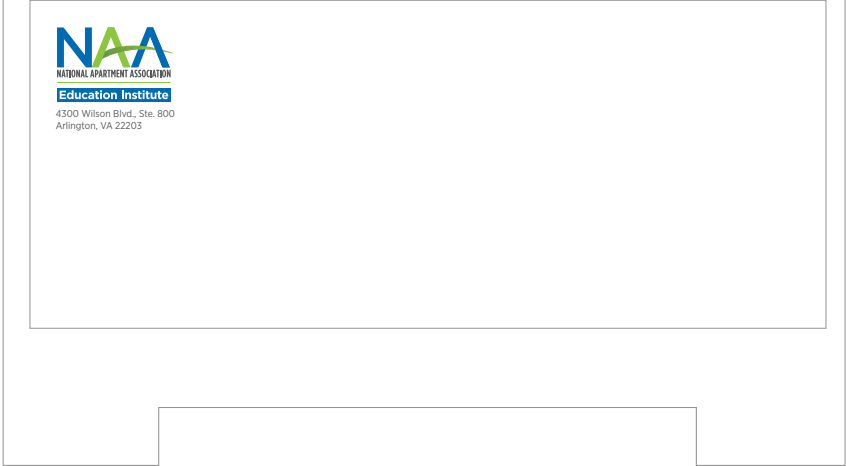


BUSINESS CARD

NAAEI LETTERHEAD



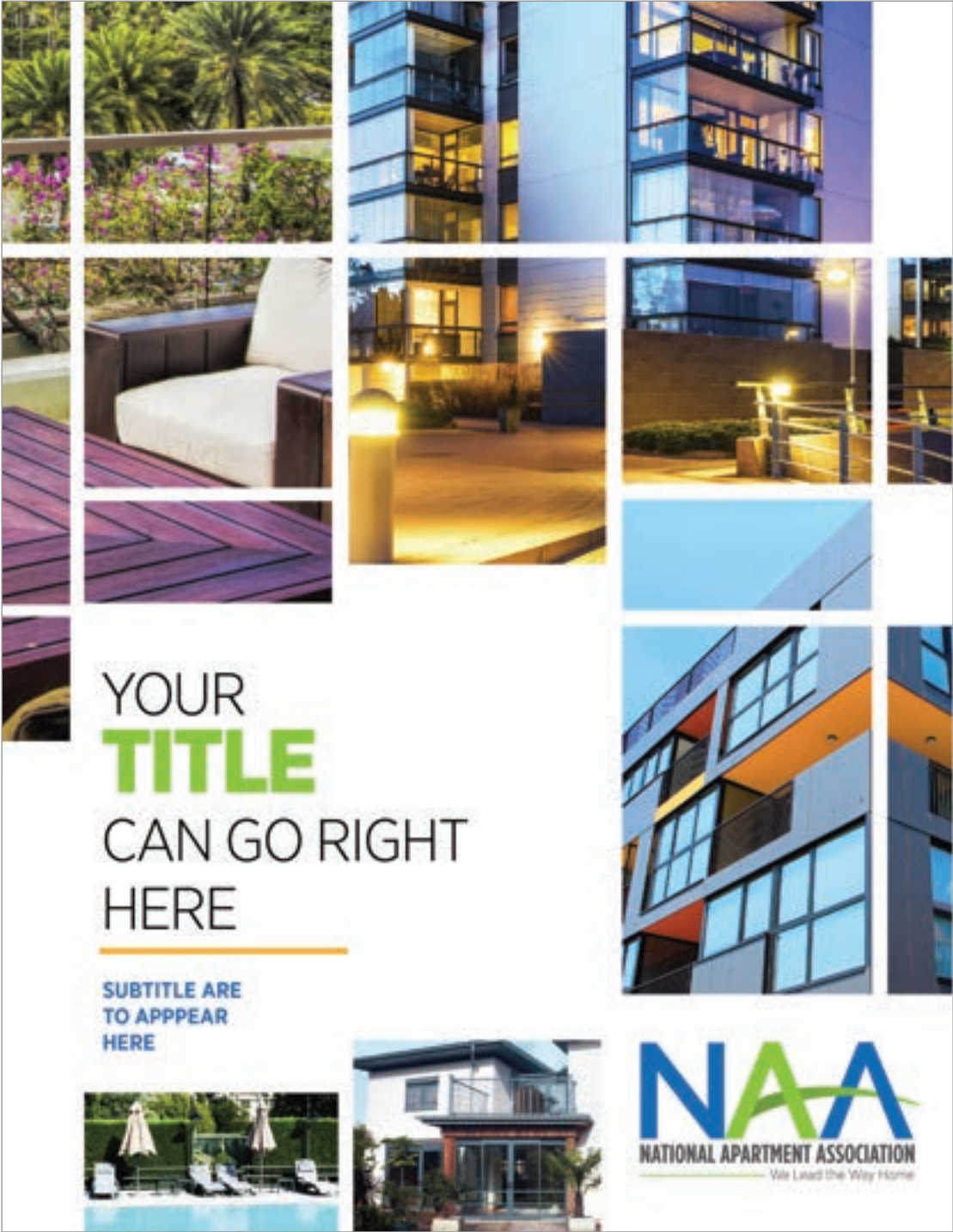
NAAEI STANDARD ENVELOPE



NAAEI BUSINESS CARD

Brochure example

Grid layout with variety of imagery that pertain to the subject matter. As described in the visual ID, you may use full color or a tonal approach. The grid emphasizes the NAA brand by creating a unifying foundation for the design.



PowerPoint example

Use the grid layout with variety of imagery that pertain to the subject matter. As described in the visual ID, you may use full color or a tonal approach. The grid emphasizes the NAA brand by creating a unifying foundation for the design. The templates are customizable to be able to adapt the imagery to your subject matter and can be used in both standard and wide screen format.

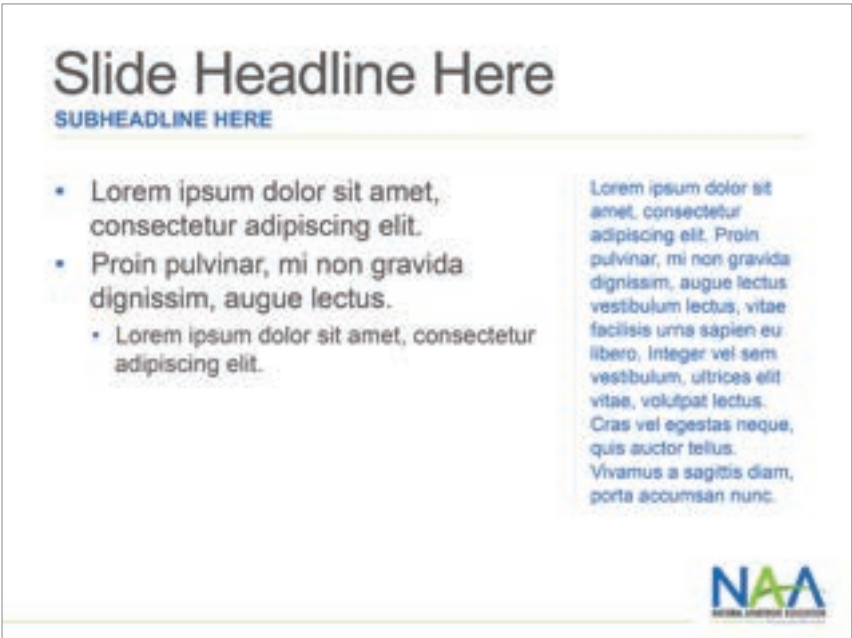
Templates are available in:
\\Box\\COMMUNIC\\Templates_PPT Templates



SAMPLE COVER



SAMPLE DIVIDER



SAMPLE INSIDE



SAMPLE NAAEI COVER

News release example

This is the template for an official news release. It should have the approved header as shown here, a title and body copy as shown.

Templates are available in:
\\Box\\COMMUNIC\\Templates_Template Docs & Headers\\NAA

BOILERPLATE:

The boilerplate language should appear on the bottom of each news release and never altered. It is standardized language that may appear on the bottom of news releases, brochures or other corporate materials. The complete text is on page 5.



News Release

Contact: Firstname, Lastname
703-518-6141 or
email@naahq.org

HEADING ARIAL 22 PT. CENTERED

ARLINGTON, VA | DATE – Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lobortis nisi a molestie vestibulum. Cras tincidunt nec turpis quis efficitur. Phasellus sit amet euismod turpis. Nullam magna purus, ultrices eu auctor id, placerat sed libero. Aenean euismod, dolor vitae malesuada rutrum, ipsum nibh condimentum tortor, a rutrum eros lorem eget ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lobortis nisi a molestie vestibulum. Cras tincidunt nec turpis quis efficitur. Phasellus sit amet euismod turpis.

Nullam magna purus, ultrices eu auctor id, placerat sed libero. Aenean euismod, dolor vitae malesuada rutrum, ipsum nibh condimentum tortor, a rutrum eros lorem eget ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lobortis nisi a molestie vestibulum. Cras tincidunt nec turpis quis efficitur. Phasellus sit amet euismod turpis. Nullam magna purus, ultrices eu auctor id, placerat sed libero. Aenean euismod, dolor vitae malesuada rutrum, ipsum nibh condimentum tortor, a rutrum eros lorem eget ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lobortis nisi a molestie vestibulum.

Cras tincidunt nec turpis quis efficitur. Phasellus sit amet euismod turpis. Nullam magna purus, ultrices eu auctor id, placerat sed libero. Aenean euismod, dolor vitae malesuada rutrum, ipsum nibh condimentum tortor, a rutrum eros lorem eget ipsum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla lobortis nisi a molestie vestibulum. Cras tincidunt nec turpis quis efficitur. Phasellus sit amet euismod turpis. Nullam magna purus, ultrices eu auctor id, placerat sed libero. Aenean euismod, dolor vitae malesuada rutrum, ipsum nibh condimentum tortor, a rutrum eros lorem eget ipsum.

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About NAA

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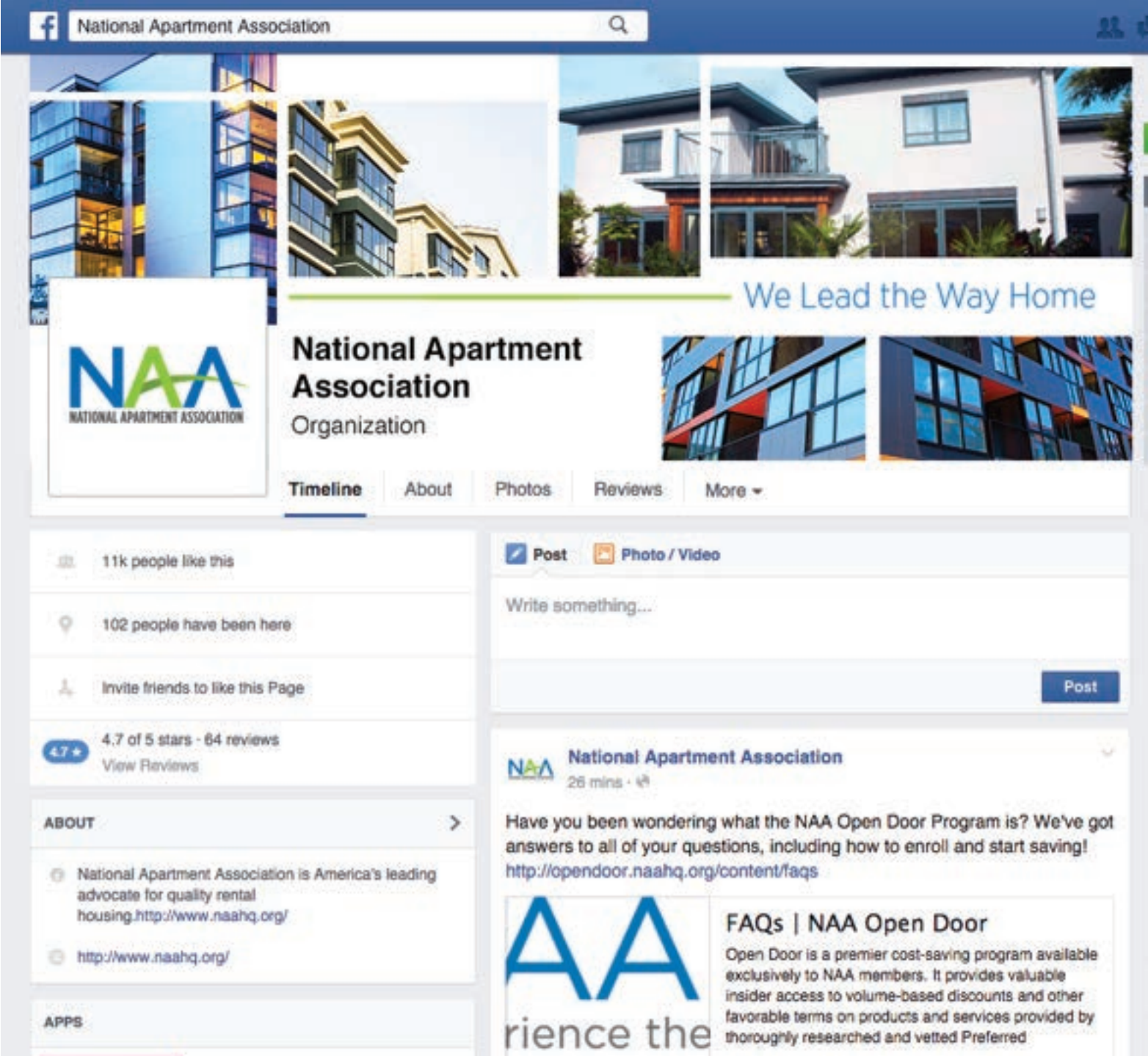
Newsletter headers

The newsletter series has a unified branded appearance to align with NAA but clearly defines a separate newsletter. Each has a slightly unique look yet work together as a family of products.



Social header example

Brand consistency is important to carry through all digital properties as well. The NAA visual ID can be carried through as the visual theme for all social assets to maintain the brand voice and theme.



Email signatures

Please follow the specified font, text size and color in order to ensure consistency across all digital platforms.

NAA strives to foster an inclusive, respectful and considerate work environment. This is optional; you do not need to include pronouns in your signature block but if you wish to, we ask that you use this format.

Instructions on updating your Outlook signature file can be obtained from the Manager of Information Technology.

A text-only version will ensure minimal changes in appearance as it travels from email program to email program whether on a smartphone, tablet or desktop.

EMAIL SIGNATURE WITH LOGO (EXTERNAL USE)

Arial Bold 16 pt RGB: 0 107 182
Arial 12 pt RGB: 88 89 91
Arial 12 pt RGB: 88 89 91

Firstname Lastname

Pronouns: (sample options include: He/Him/His, She/Her/Hers, They/Them/Theirs)
Title



Logo with tagline
202px wide

Arial Bold 12 pt RGB: 88 89 91
Arial 12 pt RGB: 88 89 91

National Apartment Association
4300 Wilson Blvd., Ste. 800, Arlington, VA 22203
t: xxx-xxx-xxxx | f: xxx-xxx-xxxx
c: xxx-xxx-xxxx
email@naahq.org | www.naahq.org

EMAIL SIGNATURE TEXT ONLY (INTERNAL USE OR REPLY ONLY)

Arial Bold 16 pt RGB: 0 107 182
Arial 12 pt RGB: 88 89 91
Arial 12 pt RGB: 88 89 91

Firstname Lastname

Pronouns: (sample options include: He/Him/His, She/Her/Hers, They/Them/Theirs)
Title

Arial Bold 12 pt RGB: 88 89 91
Arial 12 pt RGB: 88 89 91

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c: xxx-xxx-xxxx
email@naahq.org | www.naahq.org

Arial Bold Italic 13 pt RGB: 0 107 182

We Lead the Way Home