National Association of Productivity & Organizing Professionals

Design and
Brand Guidelines

NAPO®

National Association of
Productivity & Organizing
Professionals

1

Brand Elements

NAPO Logo

Name, logo, colors, typeface - these
are the pillars of the identity of the
organization. These characteristics ensure
an individual and consistent image of the
organization on the market.

NAPO Typefaces

NAPO's primary font is Raleway. The font is available free of charge, and supports most languages.

The Raleway font comes in 5 weights.

Raleway is free for commercial use

Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font Weights

Light	Aa Bb Cc Dd Ee 123
Regular	Aa Bb Cc Dd Ee 123
Semibold	**Aa Bb Cc Dd Ee 123**
Bold	**Aa Bb Cc Dd Ee 123**
Extrabold	**Aa Bb Cc Dd Ee 123**

Raleway supports most languages

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

NAPO Typefaces

Secondary font

Libre Baskerville should be used sparingly as a stylistic accent font. It should **never** be used as body text – this is a display font only and should primarly be used in italics.

Libre Baskerville comes in 3 styles.

Libre Baskerville is free for commercial use

Libre Baskerville

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890£!@#$%^&*()_ +-=[]{};'\,./:"|<>?

Font Styles

Italic	*Aa Bb Cc Dd Ee 123*
Regular	Aa Bb Cc Dd Ee 123
Bold	**Aa Bb Cc Dd Ee 123**

Libre Baskerville supports most languages

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

NAPO Typefaces

In the event that Raleway is unavailable — for example, in email communications — it should be substituted with Verdana, which is an email-safe font that has similar proportions to Raleway. **Verdana should only be used when Raleway is unavailable.**

Verdana comes in 4 styles.

Verdana is free for commercial use

Verdana

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890£!@#$%^&*()_+-=[]{};'\,./:"|<>?

Font Styles

Regular	Aa Bb Cc Dd Ee 123
Italic	*Aa Bb Cc Dd Ee 123*
Bold	**Aa Bb Cc Dd Ee 123**
Bold Italic	***Aa Bb Cc Dd Ee 123***

Verdana supports most languages

àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ
ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

NAPO Brand Colors

NAPO's primary palette is pulled from the NAPO logo. Because the palette is so bright, the secondary palette includes more neutral tones. By keeping secondary colors toned down, the NAPO logo can truly stand out on a page without competition from other elements on the page. This palette also provides a more professional look and feel for NAPO.

Primary

PANTONE 7462 | R:0 G:83 B:152 | C:98 M:73 Y:9 K:0 | #005499

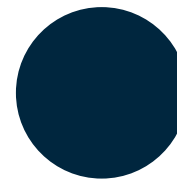**PANTONE 2925** | R:44 G:155 B:211 | C:73 M:24 Y:1 K:0 | #2B9CD4

PANTONE 367 | R:168 G:209 B:100 | C:38 M:0 Y:79 K:0 | #A6D163

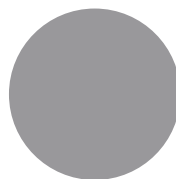**PANTONE 5425** | R:108 G:137 B:155 | C:62 M:38 Y:30 K:2 | #6C899B

Secondary

PANTONE 7527 (40%)
R:237 G:234 B:227
C:6 M:5 Y:9 K:0
#EDEAE3

PANTONE 2965
R:0 G:38 B:62
C:100 M:78 Y:48 K:54
#00263E

PANTONE COOL GRAY 7
R:151 G:152 B:154
C:43 M:35 Y:34 K:0
#97989A

PANTONE 5425 (40%)
R:201 G:212 B:220
C:20 M:10 Y:9 K:0
#C9D4DC

NAPO Brand Imagery

Photography is crucial part of the NAPO brand identity. Images should be authentic and aspirational to both members and their potential clients. Images should be bright, airy, and relatively neutral in color to complement NAPO's colorful brand palette.

NAPO Brand Imagery

Effects

Photography may be used as a textural element/background by using a **color overlay** (70% opacity) when appropriate.

2

Logo

NAPO Logo

The NAPO primary logo is used in most cases. It's main color is blue.

- **PANTONE 7462**
- **PANTONE 2925**
- **PANTONE 367**
- **PANTONE 5425**

NAPO Logo

The logo has two additional variations - horizontal and vertical stacked. The vertical stacked version is reserved for situations where legibility is a concern (i.e. social media profile pictures.) The horizontal version is best used for placement on a wide canvas (headers, banners, etc).
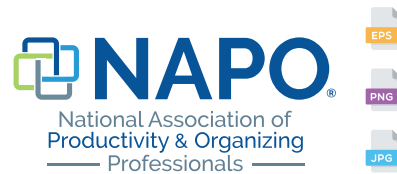
Horizontal

Vertical Stacked

NAPO Logo
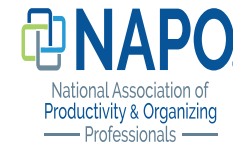# Do's and Don'ts

✓ **Always** use logo files from the Brand Guidelines.

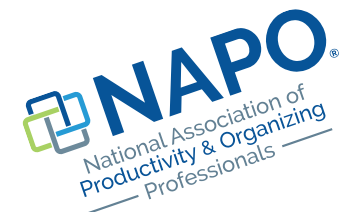✗ **Never** stray from the color palette.

✗ **Never** rearrange elements of the design.

✗ **Never** stretch or distort the logo.

✗ **Never** change or alter any fonts.

✗ **Never** change the orientation of the logo with angles different than 0 or 90

NAPO Logo

Icon

The NAPO icon should only be used in full color applications (web, full color printing). Icon should appear on neutral or white background color/image. Icon should only appear on images that fit into a larger context and where full NAPO logo is present. Places where icon may be applied on its own are:

- Social media pages
- Banners/sliders on NAPO website
- Banners/sliders within email communications where logo appears elsewhere in the layout

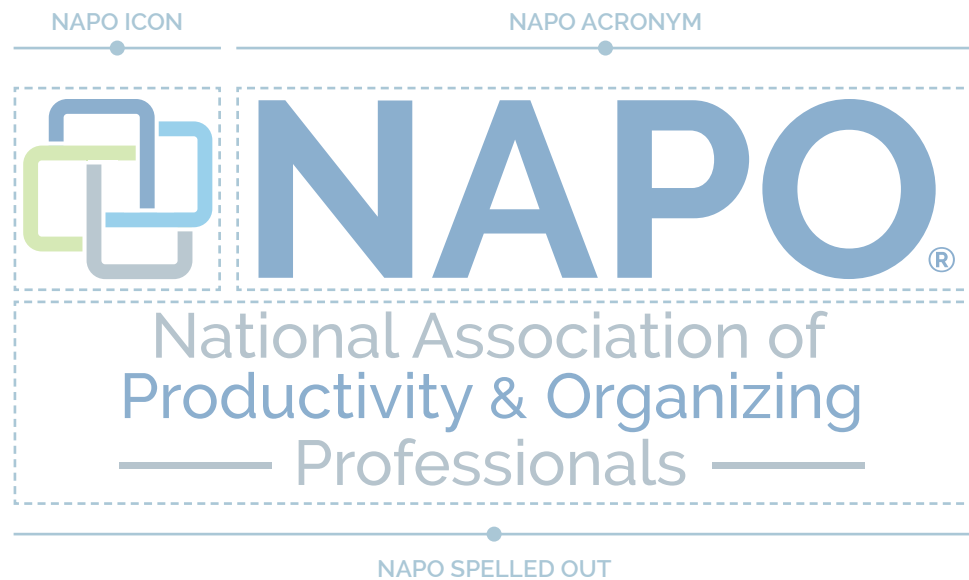NAPO Icon

Appropriate use of NAPO Icon

NAPO Logo

Construction

The NAPO logo consists of
3 main elements:

1. Interlocking rectangles **icon**
2. **NAPO** acronym (all uppercase).
3. NAPO name in full (**National Association of Productivity & Organizing Professionals**).
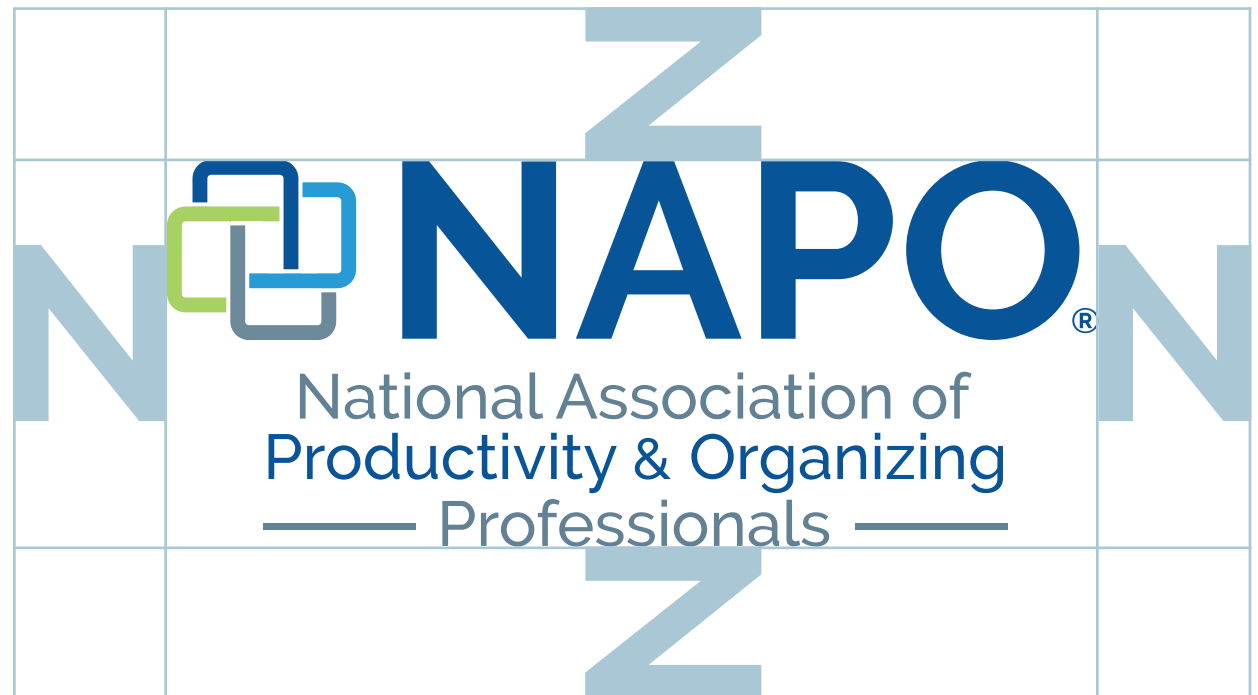2. Always use **"&"** in the full name

NAPO ICON   NAPO ACRONYM

NAPO®
National Association of
Productivity & Organizing
—— Professionals ——

NAPO SPELLED OUT

NAPO Logo

Safe area is used to prevent placing other elements near the logo that may distort the perception of the design. The module used to determine the safe area around logo is the width of the letter "N".
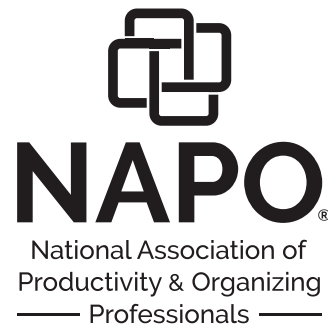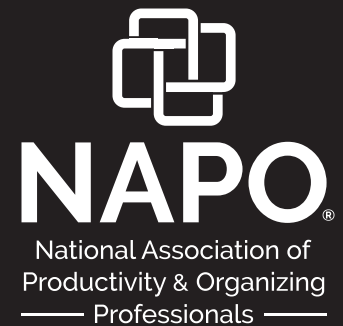
NAPO Logo

Achromatic and Inverse Versions

Achromatic versions (black and white), of the NAPO logo should only be used when printing in black and white. Inverse (white) version can be set on top of colors in the NAPO palette or over photos in certain design instances.

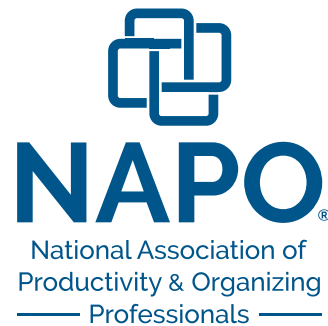NAPO Logo in Black

NAPO Logo in White

NAPO Logo

One-Color Version

One-Color version of the NAPO logo should only be used when printing in one color (letterhead, screenprinting, embroidery, decal, etc).

● PANTONE 7462

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Productivity & Organizing
—— Professionals ——

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NAPO Logo

For Use on Different Backgrounds

In general - don't use NAPO logo on backgrounds that are not relatively neutral in color.

Proper usage (left):

1. Acceptable on light - solid, gradient or patterned backgrounds - white/grey.
2. Acceptable when reversed on fairly uniform dark images/backgrounds.
3. Acceptable in color on fairly uniform light images/backgrounds.

Incorrect use of logos (right):

1. Don't use logo in a way that makes it illegible - e.g. dark logo on dark background, logo on complicated backgrounds.

3

Application

NAPO Social Media

The NAPO brand should be carried through all social media covers and image posts. This includes colors, image style, and typography. Typography should be clean and the NAPO logo should always be legible.

Facebook

Twitter

NAPO Social Media

The NAPO brand should be carried through all social media covers and image posts. This includes colors, image style, and typography. Typography should be clean and the NAPO logo should always be legible.

Insert text in this space. Use Raleway font in NAPO color #005499.

Insert quote in this space. Use Raleway font and Libre Baskerville for *accent*. Color is #005499.

—NAME GOES HERE

We want to hear from *you*!

Insert question in Raleway font using NAPO color #005499.

Insert quote in this space. Use Raleway font and Libre Baskerville for *accent*. Color is #005499.

—NAME GOES HERE

Insert text in this space. Use Raleway font in NAPO color #005499.

Insert quote in this space. Use Raleway font and Libre Baskerville for *accent*. Suggested white font.

—NAME GOES HERE