

# identity

STANDARDS MANUAL



National Association of Residential Property Managers



# [INTRODUCTION]

This identity standards manual was created so that all NARPM® staff, members, volunteers and business partners have a clear set of guidelines for promoting, producing, programming, designing or writing anything related to NARPM®.

NARPM® is a diverse organization and the identity guidelines are intended to be versatile. This manual does not describe precisely how to apply the NARPM® brand in every conceivable situation. Rather, it provides basic guidelines and provides examples that are broadly applicable for NARPM® in any situation.

As NARPM® expands, communicating a genuine and consistent NARPM® identity becomes increasingly important. NARPM® is responsible for upholding the identity principles outlined in this manual. The success of the NARPM® identity will be determined by the degree to which these guidelines are considered when making daily communications decisions. Your commitment to NARPM® identity consistency is needed and appreciated.

# [LOGO]

The NARPM® logo is the core component of the NARPM® visual identity. The logo expresses the mission of the association. The NARPM® logo is our visual signature. Just as your personal signature should always look the same, our identifier should always appear in a specified and consistent manner.

## Logo is 2-Color (Maroon and Blue)

This is the main identity element for NARPM®. Although there are several signature arrangements of the parts (see *pages following*), this is the preferred signature with logomark and logotype.



National Association of Residential Property Managers

## Logo in Black and Reversed Out to White

The logo may be reproduced as shown in black on white or white on a black background. The black on white logo should only be used in place of the maroon and blue logo above if it is a greyscale or black and white project only. The white on a black background logo should only be used under special circumstances.



National Association of Residential Property Managers

# [LOGO ANATOMY]

## Logomark and Logotype

The NARPM® logo is comprised of two main elements. The “Logomark” and “Logotype.” These should not be separated in most circumstances. Affiliate and chapter logos are also available, and/or can be created by National.



Logomark

National Association of Residential Property Managers

Logotype

## Typography Specifications

The NARPM® logo is comprised of the typefaces Lemon/Milk for the NARPM initials portion and Geometric Slab Serif (GeoSlab703 Lt BT) for the name. The association name uses the Light type style with a .25 stroke added to appear bold. There is no additional tracking, kerning, horizontal or vertical scaling applied.

## Additional Fonts

For body text of a document, that you create, please use Arial and the subsets of Arial (Regular, Bold, Italic, Bold Italic, Black). The typeface Zapf Humanist (ZapfHumnst) will be used in the NARPM® news magazine, the *Residential Resource* at 9 pt. The text you see here is an example of this typeface. Geometric Slab Serif may occasionally be used for headings. Website text is formatted in the typeface Trebuchet MS.

For body text: Arial Regular, *Arial Italic*, **Arial Bold**, ***Arial Bold Italic***, **Arial Black**

For use by Graphics Department: Zapf Humanist Roman, *Zapf Humanist Italic*, **Zapf Humanist Bold**, ***Zapf Humanist Bold Italic*** or for poster-size use: Franklin Gothic Book, **Franklin Gothic Medium**, **Franklin Gothic Demi**

Geometric Slab Serif (GeoSlab703 Lt BT), Light, .25 stroke

National Association of Residential Property Managers

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# [PLACEMENT / SPACING]

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## Free Zone

The logo must be placed in an area free of competing text or graphics. The area should be consistent on all sides of the logo and equal to 3/4 the diameter of the logo. Example: If the logo is 1" high, allow for 3/4" of white space in all directions. This area of protection is required in order to ensure impact and understanding of the NARPM® visual identity within competitive environments.

## Placement

The logo should be placed either at the very top or very bottom of a page. If placing the logo at the top, remember that the top margin (to the edge of the paper) should comply with the free zone guideline above. If placing the logo at the bottom, the bottom margin (to the edge of the paper) should still comply.



# [CHAPTER LOGOS]

The chapter logos were created to maintain the recognized NARPM® National logo brand while still identifying the individual chapter. In some cases, a further personalized logo may be requested.



National Association of Residential Property Managers

ALBUQUERQUE / METRO CHAPTER



National Association of Residential Property Managers

CENTRAL TEXAS CHAPTER  
AFFILIATE MEMBER

## Typography Specifications

The chapter logo is compromised of the NARPM® logo with a .75 maroon divider line below it and above the chapter name. The chapter name is ZapfHumnst, all caps, 14 points.

The tracking is set to 600 on default. Tracking will vary depending on the length of the chapter name. However, the “R” in “Chapter” must be flush right with the logo.

If using the logo in a letter, you may type the body of the letter in Arial.

## Personalized Chapter Logos

Should NARPM® chapters create their own personalized chapter logo, they may not alter the national logo or incorporate it into their personalized logo in any way. It is recommended that chapters use their personalized logo in conjunction with the chapter logos created by national (example pictured above) and follow this Identity Standards Manual. Chapter Affiliate Member letterhead can be created on request.

# [VIOLATIONS]

The logo was designed for use on a white or very light background. However, in certain instances, the logo may be used with a color background.



National Association of Residential Property Managers

**DO NOT** shrink the proportions of the logo unequally to fit into a space. The logo must always be proportional to its original size.



National Association of Residential Property Managers

**DO NOT** alter the size proportions of the logotype to the logomark.



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**DO NOT** extend, shrink or alter the shape of the logomark.

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**DO NOT** alter the position of any element of the logo.



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**DO NOT** change the colors of the logomark.



National Association of Residential Property Managers

**DO NOT** change the colors of the logotype.



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**DO NOT** rotate or turn any element of the logo.



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**DO NOT** render a shape anywhere in the vicinity of the logomark.



National Association of Residential Property Managers

**DO NOT** place any kind of border, bevel, or drop shadow around the logo.



# [COLOR PALETTE]

The color used for the NARPM® logo should always be consistent.

It is crucial that all colors match, regardless of the medium. Actual color samples may be found in current editions of the Pantone Color Guides. Remember, the colors here will print or display differently depending on the monitor, printer, and paper used.

## NARPM® MAROON

*This color is used in the logo mark and logotype.*



**Print**  
PMS 201  
  
**Web**  
#981E32

**CMYK**  
C=7  
M=100  
Y=65  
K=32

**RGB**  
R=152  
G=30  
B=50

## BLUE

*This color is used in the logo mark.*



**Print**  
PMS 7455  
  
**Web**  
#4060AF

**CMYK**  
C=90  
M=60  
Y=0  
K=0

**RGB**  
R=64  
G=96  
B=175

## GOLD

*A 30% tint of this color is often used in brochures.*



**Print**  
PMS 143  
  
**Web**  
#EEAF30

**CMYK**  
C=0  
M=32  
Y=86  
K=0

**RGB**  
R=238  
G=175  
B=48

# [MARKETING COLORS]

The colors below are used on the various NARPM® marketing brochures. We call these jewel-tone colors.

<b>MEMBERSHIP</b> 	<b>Print</b> PMS 5605 <b>CMYK</b> C=82 M=37 <b>Web</b> Y=64 #20372A K=83 <b>RGB</b> R=32 G=55 B=42	<b>Print</b> PMS 350 <b>CMYK</b> C=80 M=24 <b>Web</b> Y=69 #284E36 K=70 <b>RGB</b> R=40 G=78 B=54	<b>AFFILIATE</b> 
	<b>Print</b> PMS 330 <b>CMYK</b> C=95 M=15 <b>Web</b> Y=47 #005751 K=62 <b>RGB</b> R=0 G=87 B=81	<b>Print</b> PMS 575 <b>CMYK</b> C=57 M=11 <b>Web</b> Y=85 #557630 K=45 <b>RGB</b> R=85 G=118 B=48	
<b>EDUCATION</b> 	<b>Print</b> PMS 497 <b>CMYK</b> C=32 M=73 <b>Web</b> Y=52 #4E2E2D K=80 <b>RGB</b> R=78 G=46 B=45	<b>Print</b> PMS 1405 <b>CMYK</b> C=14 M=49 <b>Web</b> Y=100 #6A491C K=66 <b>RGB</b> R=106 G=73 B=28	<b>WHY YOU NEED</b> 
	<b>Print</b> PMS 498 <b>CMYK</b> C=23 M=74 <b>Web</b> Y=54 #683735 K=63 <b>RGB</b> R=104 G=55 B=53	<b>Print</b> PMS 132 <b>CMYK</b> C=8 M=36 <b>Web</b> Y=100 #A17700 K=31 <b>RGB</b> R=161 G=119 B=0	
<b>WHY REFER</b> 	<b>Print</b> PMS 5395 <b>CMYK</b> C=100 M=70 <b>Web</b> Y=36 #03202F K=86 <b>RGB</b> R=3 G=32 B=47		
	<b>Print</b> PMS 647 <b>CMYK</b> C=96 M=53 <b>Web</b> Y=5 #165788 K=24 <b>RGB</b> R=22 G=87 B=136		

# [MARKETING COLORS]

## WOMEN'S COUNCIL OF PROPERTY MANAGERS



Web	CMYK	RGB
#A76571	C=32 M=68 Y=43 K=7	R=167 G=101 B=113



Web	CMYK	RGB
#2E6171	C=84 M=51 Y=43 K=18	R=46 G=97 B=113



Web	CMYK	RGB
#F3DFC1	C=4 M=11 Y=25 K=0	R=243 G=223 B=193



Web	CMYK	RGB
#717894	C=61 M=50 Y=27 K=3	R=113 G=120 B=148

## ADDITIONAL FONT FOR HASHTAG

Hanshand Italic

*#LadiesStayFriday*

# [STATIONERY]

## Letterhead

All letters should be composed as a blank sheet of paper and then printed out onto pre-printed official letterhead. Be sure to allow for the header and footer. Remember, font may appear smaller on the computer screen than it will when printed out.

## Suggested:

Arial  
10 pt. / single-spaced  
black text

## Graphics Department may use:

ZapfHumnst BT  
10 pt. / single-spaced  
black text

## Margins:

Top 2.25"  
Left 1"  
Right 1"  
Bottom 1.23"

8.5" W x 11" H standard



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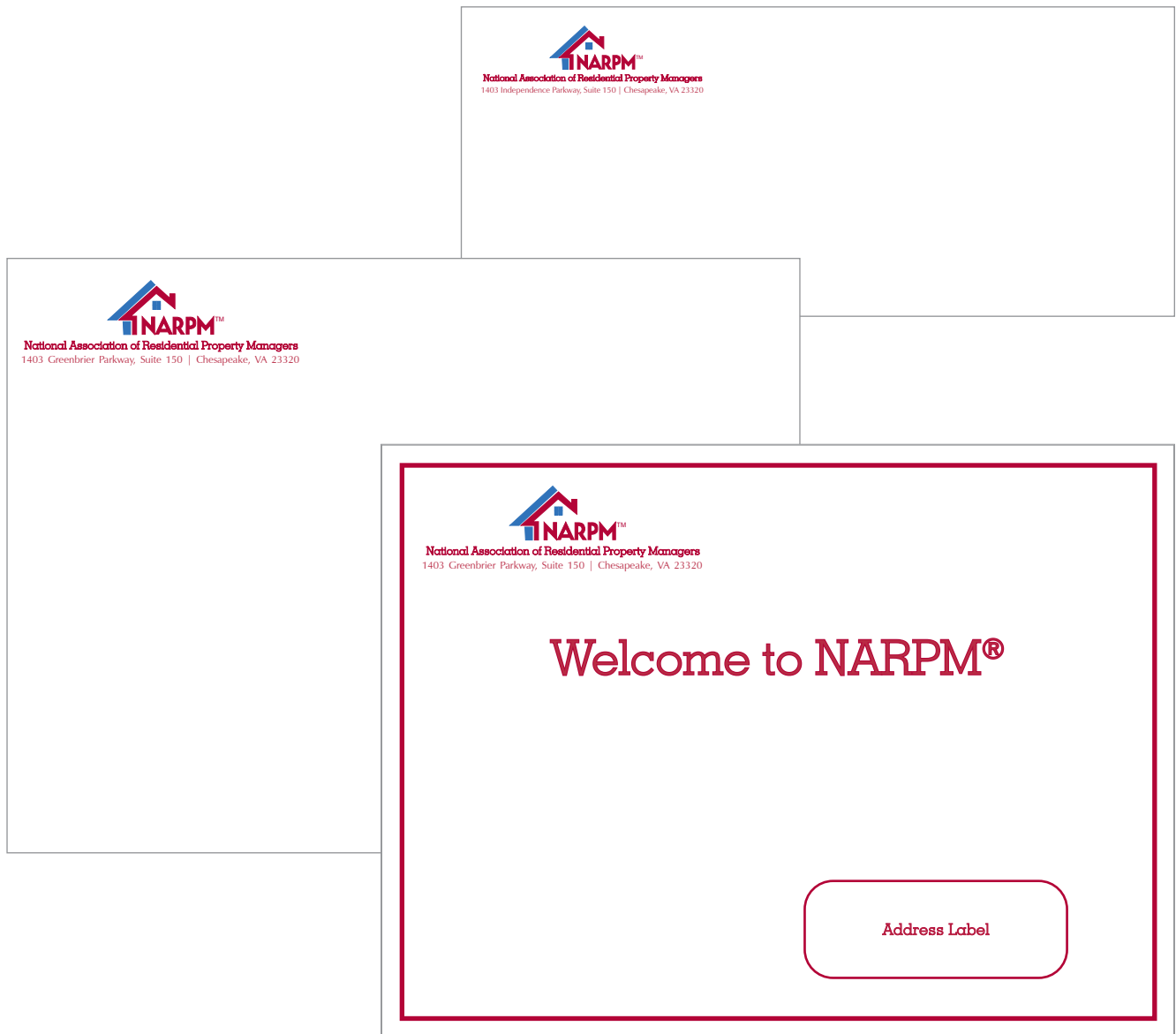
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# [STATIONERY]

## Envelopes

Standard 9.5" W x 4.125" H envelope (#10)

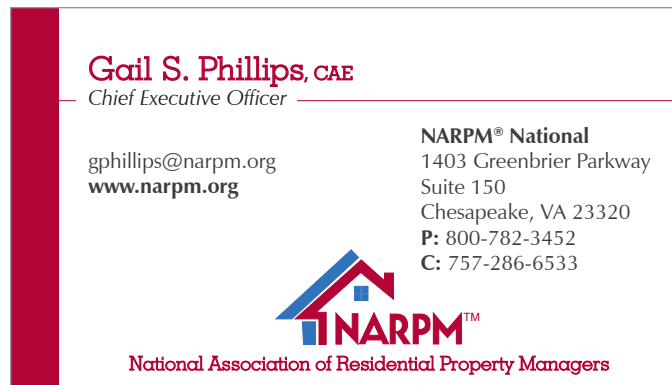
Oversized 12" W x 9" H envelope



# [STATIONERY]

## Business Cards

Standard size for all NARPM® business cards is 3.5" W x 2" H.



### **Name** (*Gail S. Phillips, CAE*)

GeoSlab703 Lt BT, 12 pt.  
Maroon with .25 stroke

### **Designations** (*and comma following name*)

GeoSlab703 Lt BT, 7 pt.  
Maroon with .25 stroke

### **Title** (*Executive Director*)

ZapfHumnst BT, Italic, 8 pt.  
Black

### **Personal Contact Information** (*left side*)

ZapfHumnst BT, Roman, 7 pt.  
Black, Website in bold

### **Contact Information** (*right side*)

ZapfHumnst BT, Roman, 7 pt.  
Black, "P:" and "F:" in bold

## Color Bar

Maroon bleed color bar is 1/2 an inch wide.

## Divider

Maroon divider is a .25 stroke that bookends the person's title.

## Logo

The NARPM® logo should be centered towards the bottom in the white space area.

## Paper Stock

Business Cards are printed on a high quality white cardstock.

## Back

The back of the NARPM® business cards should remain blank and clear of all text and/or images.

# [STATIONERY]

## NARPM® Name and Acronym

When referring to the National Association of Residential Property Managers, the NARPM® acronym may be used. It should be in all capitals with no punctuation (NARPM® not N.A.R.P.M.).

The NARPM® acronym is also registered as a service mark of the association with the U.S. Patent and Trademark Office. When using the NARPM® acronym to identify or brand a NARPM® product or service, the registered mark must be placed directly after the acronym in superscript.

NARPM®

## Designations/Certifications

The acronyms for each of the credentials should not be used as nouns. Instead, refer to “MPM® designee” or “RMP® program,” etc. However, MPM®, RMP®, CRMC®, CSS®, CMC, and CRMB marks may stand alone, without the word “designee.” The MPM®, RMP®, CRMC®, CSS®, CMC, CRMB marks may not be used in plural or possessive forms.

When still a candidate, adding the C at the end is not considered an acceptable form of designation to be used. e.g. Do not use MPMC, RMPC, etc.

MPM® designee(s)	CSS® designee(s)
MPM® designation	CSS® certification
MPM® candidate(s)	CSS® candidate(s)

RMP® designee(s)	CMC designee(s)
RMP® designation	CMC certification
RMP® candidate(s)	CMC candidate(s)

CRMC® company(ies)	CRMB designee(s)
CRMC® designation	CRMB certification
CRMC® candidate(s)	CRMB candidate(s)

## Acronyms and Logos

The acronyms should be in all caps without any punctuation (MPM® not M.P.M.). When speaking, each letter should be pronounced. When the names of each credential are used, the first letter of each word should be capitalized.

Master Property Manager (MPM®)  
Residential Management Professional (RMP®)  
Certified Residential Management Company (CRMC®)  
Certified Support Specialist (CSS®)  
Certified Maintenance Coordinator (CMC)  
Certified Residential Management Bookkeeper (CRMB)







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