netar

Northeast Tennessee
Association of Realtors®

Brand & Identity Guide

netar Northeast Tennessee
Association of Realtors®

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"Branding" is one of those words that people hear a lot but may not really understand. Put simply, a company's brand is its reputation, so obviously it's very valuable. Every interaction we have with customers, vendors, or employees, matters. Every touchpoint is an opportunity to leave an impression, good or bad.

While development of a brand takes time and relies on a thousand small parts, the most visible representation of our brand is our corporate identity – the logos, typefaces, colors and other assets that represent our brand visually.

These elements are treated with care and respect. Over time, through consistent use, they gain recognition and credibility.

Altering the logo in any way dilutes its identity, and therefore damages the brand. It takes a long time to build a good reputation, but only a minute to damage it, so the logo should be used according to these usage guidelines without alteration, modification, or manipulation. These guidelines have been written to be flexible enough to apply to a wide range of applications, and still maintain a consistent look.

Symbol

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Wordmark

Name

Northeast Tennessee
Association of Realtors®

Stacked - (Preferred)

When using the logo with the name, a registered trademark symbol ® must be used after the word "realtors".

Horizontal

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Logotype

In certain appliations when a subdued tone is desired or space is limited, the logo can be used without the name.

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Symbol

In certain marketing applications the symbol may be used alone without the wordmark. If necessary to help identify NETAR in these cases, the combined logo should appear elsewhere on the piece.

Application Examples

Apparel

Automotive

Logo Clear Space & Cropping

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"e" - width

There should always be ample clear space surrounding the mark. At minimum, ensure that the space between the mark and any surrounding elements is at least the width of the letter "e" in the logo.

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Cropping

When using the symbol alone, it may be cropped and/or enlarged according to image needs.
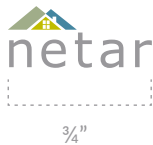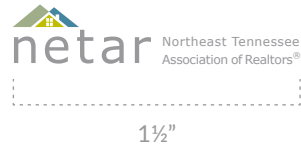
Size Restrictions

Logomark Sizing

Refrain from using the logos
at any size smaller than the
following values :
Stacked logo : 1⅛ inches wide
Horizontal logo : 1¼ inches wide
Logotype :   1⅛ inches wide
Symbol : ½ inch wide

netar
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¾"

netar
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1½"

netar

¾"

½"

netar **Northeast Tennessee Association of Realtors®**

Full Color

Use the logo in full color
whenever possible.

netar
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Grayscale

netar
Northeast Tennessee
Association of Realtors®

Black

netar
Northeast Tennessee
Association of Realtors®

White

netar
Northeast Tennessee
Association of Realtors®

netar **Northeast Tennessee Association of Realtors®**

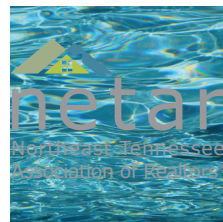Do not create your own versions of the logo. Contact the marketing team for approved electronic versions of the logo.

Do not change the logo colors.

netar **Northeast Tennessee Association of Realtors®**

Do not rotate the logo.

netar **Northeast Tennessee Association of Realtors®**

Do not distort the logo.

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Do not put the logo inside a shape.

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Do not use the logo over busy background images.

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Do not combine the logo with other elements.

netar **Northeast Tennessee Association of Realtors®** *Become a member!*

Primary Color Palette *Logo*

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Pantone 7697
R94, G153, B153
#5e9999

Pantone 7494
R143, G176, B110
#8fb06e

Pantone 390
R178, G195, B75
#b2c34b

Pantone Cool Gray 7
R149, G151, B154
#95979a

Secondary Color Palette *Website*

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R42, G66, B96
#2a4260

R153, G204, B204
#99cccc
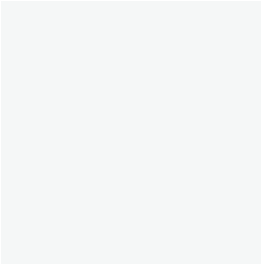
R22, G48, B81
#163051

R245, G245, B245
#f5f5f5

C80, M51, Y40, K15
R62, G101, B119
#3e6577

R102, G153, B153
#669999

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Lato

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (!@#$%&.,?:;)

Light, *Light Italic*, Regular, *Italic*, Semibold, **Bold**, ***Bold Italic***, **Black**, ***Black Italic***

Lato is an open source font that will work on all modern desktop computers and in Windows or Mac OS. It can be downloaded for free at www.latofonts.com. According to the designer, "Lato is a sanserif typeface family designed in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ('Lato' means 'Summer' in Polish). In December 2010 the Lato family was published under the open-source Open Font License 1.1 The fonts can be used without any limitations for commercial and non-commercial purposes. They can also be freely modified if the terms of the license are observed.

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NETAR maintains a letterhead template in Microsoft Word. Do not create your own letterhead. Contact the marketing team for approved electronic templates.

Do not create your own business cards. Contact the marketing team for approved electronic templates.

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person mcperson
title
105 Tri City Business Park • Gray, TN 37615 • netar.us
t 423.477.0040 **f** 423.477.0065 **e** netar@netar.us

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