

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

BRAND STANDARDS

UPDATED NOVEMBER 2008

The following brand standards have been created to ensure consistent usage of NAIOP's identity. Within these guidelines you will find specific requirements for the use of NAIOP's corporate logo, terminology, color palette, font, imagery, graphic elements and stationery suite. Chapter, Developing Leaders, NAIOP-PAC and NAIOP Research Foundation logo guidelines are detailed in full as well.

The information contained here is meant to provide the basic tools for applying the NAIOP logo and branding elements. As an introduction to the NAIOP brand, please see the NAIOP logo suite below.

NAIOP LOGO SUITE:

NAIOP CORPORATE LOGO



NAIOP DEVELOPING LEADERS LOGO



NAIOP CHAPTER LOGOS



NAIOP-PAC LOGO



NAIOP RESEARCH FOUNDATION LOGO



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NAIOP CORPORATE AND CHAPTER MESSAGING

Messaging: Vision and Mission Statements; Boilerplate Language

NAIOP VISION STATEMENT

Advancing responsible commercial real estate development.

NAIOP MISSION STATEMENT

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial and mixed-use real estate. NAIOP provides unparalleled industry networking and education, and advocates for effective legislation on behalf of our members. NAIOP advances responsible, sustainable development that creates jobs and benefits the communities in which our members work and live.

BOILERPLATE LANGUAGE:

The following should be used at the conclusion of all official NAIOP communications that are viewed or distributed externally.

CORPORATE:

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial and mixed-use real estate. NAIOP comprises 18,000 members in North America. NAIOP advances responsible commercial real estate development and advocates for effective public policy. For more information, visit www.naiop.org.*

CHAPTER:

*NAIOP [chapter name] is a chapter of NAIOP, the Commercial Real Estate Development Association, and it comprises xxx members** serving the local [city/region] market. NAIOP is the leading organization for developers, owners and related professionals in office, industrial and mixed-use real estate, with 18,000 members in North America. NAIOP advances responsible commercial real estate development and advocates for effective public policy. For more information, visit [www.\[chapter Web site\].org](http://www.[chapter Web site].org).*

* This number is updated regularly. Please consult Corporate to ensure you are quoting the correct number.

** “and it comprises xxx members” - these words are optional

The key words and phrases outlined below are central to NAIOP's positioning and should be incorporated into content whenever possible. These descriptors will help maintain clear and consistent messaging in all materials written and produced by NAIOP.

KEY WORDS:

- Development
- Sustainable
- Education
- Networking
- Research
- Advocacy
- Business development
- Thought-leaders
- Forward-looking
- Advancing
- Proactive
- Strong
- Growing
- Innovative
- Influential
- Inclusive

Messaging: Key Phrases

KEY PHRASES:

- Commercial real estate development
- Diverse projects
- Business opportunities
- Business solutions
- Responsible and sustainable development
- Connecting industry leaders
- Advocating effective public policy
- Establishing sustainable communities
- Leading the way in information and education
- Sharing knowledge and expertise
- Developing connections
- Developing office, industrial, mixed-use, retail, medical office and more

BRAND TALKING POINTS AND MULTI-PURPOSE CONTENT

The newly updated NAIOP brand identity represents continued future growth, strength and opportunity for the organization.

NAIOP's brand is evolving as well, ensuring relevancy to members while still positioning NAIOP as a leader in responsible commercial development and sustainable communities.

NAIOP is no longer a simple acronym. The NAIOP name is now the brand. This change was driven and embraced by our membership due to the significant equity behind the original acronym.

The new NAIOP extends beyond the product types of office and industrial. An updated definer line has been added to communicate that the NAIOP membership is now inclusive of all in the field of commercial real estate:

"Commercial Real Estate Development Association"

The new look of the NAIOP logo symbolizes a number of important features representative of the organization.

- The design is easily identifiable, clean and contemporary supporting the ever-evolving nature of the organization
- The deep green and dark gray color choice represent primary brand colors that are strong, again reflective of the very active membership
- The green color choice embraces the sustainability movement through color
- The stacked positioning represents the idea of building blocks and responsible development

Messaging: Brand Talking Points (continued)

Brand updates will begin now and carry through into 2009 in all newly developed NAIOP communications materials including the Web site and *Development* magazine.

As we launch the brand, NAIOP will provide resources and materials to our chapters, making the launch seamless on all levels.

For additional brand-related questions or press inquiries, please call Kathryn Hamilton, Vice President Marketing and Communications, at (703) 904-7100 or e-mail hamilton@naiop.org.

NAIOP CORPORATE IDENTITY

Corporate Logo Elements

The NAIOP corporate logo—in conjunction with the definer—is the cornerstone of our brand identity. The relative size and position of the logo elements to each other have been carefully predetermined to ensure legibility, aesthetic balance and consistency.



The NAIOP logo is made up of three distinct elements. The key to using the logo appropriately on any printed application is to use the logo consistently. Therefore, **ALL three logo elements must appear when the logo is used.**

REQUIRED LOGO ELEMENTS:

OFFICIAL NAME In color reproduction this element is always GREEN (PMS 349).

DIVIDER LINE In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DEFINER In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

SPOT AND
PROCESS COLOR
EXAMPLE



There are four acceptable ways to reproduce the NAIOP logo in printed and online materials.

SPOT COLOR (OR 2 COLOR) REPRODUCTION:

Spot color reproduction refers to using the correct Pantone colors:
Green (PMS 349)
Dark Gray (PMS Cool Gray 11)

PROCESS COLOR (OR FOUR COLOR BUILD) REPRODUCTION:

When the spot colors are not available you can build the PMS 349 (Green) and PMS Cool Gray 11 out of the following process colors:

Green:	C = 94%	Gray:	C = 48%
	M = 11%		M = 36%
	Y = 84%		Y = 24%
	K = 43%		K = 66%

BLACK LOGO



BLACK AND WHITE REPRODUCTION:

If the above options are not available, the NAIOP logo may be reproduced in all black or all white only.

WHITE LOGO



ONLINE LOGO



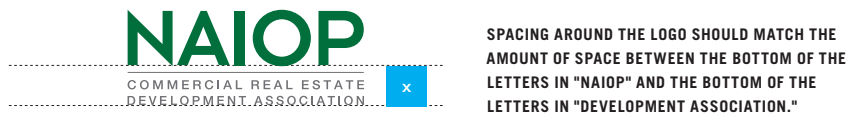
ONLINE REPRODUCTION:

When using the logo online or in electronic documents use the following Web colors.

Green:	R = 0%	Gray:	R = 77%
	G = 105%		G = 79%
	B = 60%		B = 83%
	HEXADECIMAL:		HEXADECIMAL:
	#006633		#666666

Corporate Logo: Placement and Sizing

There should be ample negative space between the logo and other elements on a page. The desired amount of spacing is proportional to the size of the logo. The empty space around the logo should always equal the width shown below. Spacing can be more than this but must be AT LEAST this amount.



The full-color logo should always be placed on a white or light-colored background. When placed on dark-colored backgrounds, the logo should reverse to white.



The minimum size at which the corporate logo can be used is .5" in height. (Note: chapter and DL logo sizing is slightly different. Refer to pages 22 and 51 for details)



UNACCEPTABLE USES OF THE NAIOP LOGO

DO NOT stretch the logo proportions horizontally or vertically



DO NOT change the position relationship between the logo elements



DO NOT alter the type in the official name or definer in any way
DO NOT alter the divider line weight in any way



DO NOT place logo on dark colored background



DO NOT change the colors



DO NOT use the logo without the divider line or the definer



'Member of NAIOP' Logo



NAIOP members frequently apply the NAIOP logo to their business cards or other company materials in order to signify their membership in the organization. NAIOP is therefore providing members standardized artwork that incorporates the words, "member of" into the logo artwork. No other artwork may be used for this purpose. Do not attempt to recreate any of the elements of this logo. Additionally, this logo may under no circumstances be reproduced in anything other than black and white or reverse white. For more information on how to obtain the 'member of' logo, please contact NAIOP Corporate's Marketing Department.

PLACEMENT AND DON'TS

All rules pertaining to placement and "don'ts" for the 'member of' logo can be found on pages 16 and 17 of the corporate logo guide.

SIZING

The minimum size at which the 'member of' logo can be used is .5" in height.



LOGO USAGE

Consistent reproduction of the NAIOP logo on items such as stationery, signage, packaging, advertising and promotional materials will reinforce the NAIOP brand.

Absolutely no attempts should be made to restructure, redraw or in any other way alter the logo.

All uses of the NAIOP name, trademark, or other logos are subject to the prior review and approval of NAIOP Corporate to ensure appropriate style and quality of its valuable proprietary property.

Only authorized logos may be used and only original artwork is permitted.

TERMINOLOGY

What was formally referred to as "NAIOP National" is now to be referred to as "NAIOP" or "NAIOP Corporate."

When listed with other organizations where groups are listed by their full names and not acronyms (i.e., group letters), NAIOP should be listed as follows: "NAIOP, the Commercial Real Estate Development Association."

PRONUNCIATION

NAIOP is to be spelled out in capital letters to read "NAIOP." Naiop, naiop or N.A.I.O.P is not acceptable.

Pronunciation: *Ná-opp*.

'Nee-op', 'nye-opp' or N.A.I.O.P are not acceptable pronunciations.

NAIOP CHAPTER IDENTITY



The NAIOP chapter logo is made up of five distinct elements. As with the corporate logo, consistent use is key. **All five logo elements must appear when the logo is used.**

REQUIRED LOGO ELEMENTS:

OFFICIAL NAMEIn color reproduction this element is always GREEN (PMS 349).

DIVIDER LINE 1In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DEFINERIn color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DIVIDER LINE 2In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

CHAPTER NAME.....In color reproduction this element is always GREEN (PMS 349).

CANADIAN LOGO:

Canadian chapters have the option of using one of two versions of the logo – one with a maple leaf, and one without. **When the maple leaf version is used, the maple leaf element can not be altered or moved.**



MAPLE LEAF.....In color reproduction this element is always RED (PMS 032).

Chapter Logo: Color, Placement, Sizing and Don'ts

COLORS, PLACEMENT AND DON'TS

All rules pertaining to color, placement and "don'ts" for the chapter logos can be found on pages 15, 16 and 17 of the corporate logo guide.

SIZING

The minimum size at which the chapter logo can be used is .6875" ($11/16$ ") in height.



LOGO USAGE

It is very important that your chapter logo is used in all circumstances, including on all chapter materials (i.e., chapter Web sites, brochures, name badges, fliers, etc.). The corporate logo is not to be used on any chapter material without NAIOP's written consent.

As stated in the Affiliation Agreement between NAIOP and chapters, NAIOP grants a limited license to the NAIOP name, trademarks and other logos. All uses of the NAIOP name, trademark, or other logos are subject to the prior review and approval of NAIOP to ensure appropriate style and quality of its valuable proprietary property.

The graphic standards set forth by NAIOP concerning the name, trademark, or other logo usage, shall be adhered to and the name, trademark, or other logo **shall not be altered in any way** without the expressed written permission of NAIOP.

NAIOP chapters must use the NAIOP name, chapter logos and trademarks in their entirety and **may not adopt their own logotypes or trademarks.**

Special logos and graphics relating to chapter-run programs and events are exempt, but NAIOP shall have the exclusive option to review and approve any such logo or graphic and to use such logo or graphics, subject to the chapter's review and approval.

Requests for special NAIOP logos (i.e., chapter anniversary logos) may be made by contacting NAIOP's marketing department. Chapters are not permitted to design and/or execute a variation on the NAIOP logo.

For more chapter specifics, please reference the Affiliation Agreement.

Chapter Terminology

TERMINOLOGY

NAIOP chapters are to be referred to as "NAIOP Chapter Name," such as "NAIOP Northern Virginia."

When listed with other organizations where groups are listed by their full names and not acronyms (i.e., group letters), NAIOP chapters should be listed as follows: "NAIOP Massachusetts, the Commercial Real Estate Development Association."

NAIOP COLORS AND FONTS

Corporate and Chapter Color Palette

The following colors represent NAIOP and its chapters. Colors from the secondary palette must always be used with the primary palette. Secondary colors complement the primary colors, and are meant to act as accents to them. Except where they appear in NAIOP logos, tints of these colors are permitted.

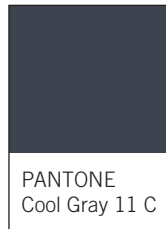
Materials produced must include some or all of these colors only. No other colors are permitted. When producing co-branded materials in partnership with other organizations who have their own color guidelines, please consult NAIOP Corporate's marketing department.

PRIMARY COLOR PALETTE:



PANTONE
349 C

CMYK: 94/11/84/43
RGB: 0/105/60
HEX: #006633



PANTONE
Cool Gray 11 C

CMYK: 48/36/24/66
RGB: 113/112/116
HEX: #666666

SECONDARY COLOR PALETTE:



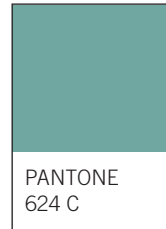
PANTONE
611 C

CMYK: 5/3/76/11
RGB: 202/189/84
HEX: #cabd54



PANTONE
549 C

CMYK: 59/8/9/19
RGB: 93/135/161
HEX: #5d87a1



PANTONE
624 C

CMYK: 47/6/28/18
RGB: 110/136/120
HEX: #6e8878



PANTONE
668 C

CMYK: 74/73/7/20
RGB: 82/78/134
HEX: #524e86



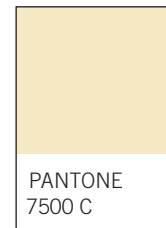
PANTONE
465 C

CMYK: 7/27/55/22
RGB: 177/145/103
HEX: #b19167



PANTONE
7536 C

CMYK: 11/13/30/32
RGB: 185/176/152
HEX: #b9b098



PANTONE
7500 C

CMYK: 1/5/23/3
RGB: 247/237/212
HEX: #f7edd4



PANTONE
7541 C

CMYK: 10/3/2/2
RGB: 234/239/241
HEX: #eaeff1

GENERAL PURPOSE MATERIALS:

Use on all communications that have to do with NAIOP in general

DOMINANT COLORS

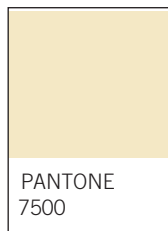


*PMS 349 at 100% should not be used as the predominant color in large areas of continuous coverage. Use PMS 349 at 100% sparingly, as an accent color, or in small areas of coverage.

The colors shown here are all taken from the palette on the previous page. Use each color combination as the dominant colors for the corresponding NAIOP initiative. All colors in the NAIOP palette are permitted on all materials. However, those that are not specified as dominant colors must be used sparingly, as accents. Note: Developing Leaders initiatives utilize their own palette, shown on page 52.

MEMBERSHIP:

DOMINANT COLORS



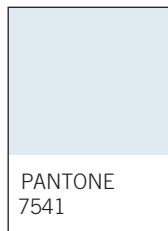
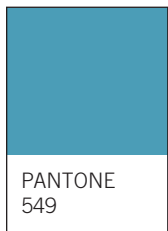
EDUCATION:

DOMINANT COLORS



GOVERNMENT AFFAIRS:

DOMINANT COLORS



PUBLICATIONS:

DOMINANT COLORS



Corporate and Chapter Fonts

TRADE GOTHIC

Trade Gothic is NAIOP's official font, and should be used on all corporate, chapter and Developing Leaders literature. The font family consists of multiple weights and widths, allowing for flexibility and creativity. *With the exception of Trade Gothic Extended, all versions of the font are available in oblique (italic) as well.*

TRADE GOTHIC LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC BOLD NO. 2

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC CONDENSED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC BOLD CONDENSED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC EXTENDED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

TRADE GOTHIC BOLD EXTENDED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz

FONTS FOR USE IN WEB AND ELECTRONIC COMMUNICATIONS:

Arial or Helvetica may be used as substitutions for Trade Gothic in HTML (Web) applications, as well as in Microsoft Word® and PowerPoint documents.

Remember, the NAIOP logo should not be recreated under any circumstances. The fonts on this page are not meant for recreating the NAIOP Corporate and NAIOP chapter logos.

NAIOP IMAGERY & GRAPHIC ELEMENTS

Suggested Imagery Content & Style

Images used in NAIOP print and electronic materials should be in line with the organization's messaging. Refer to the Messaging section at the beginning of this guide to make sure the content of your photography conveys the points outlined.

Essentially, NAIOP's photography will consist of :

- **Commercial real estate development projects**—
mixed use, office, retail, etc.
and/or:
- **People**—developers (members), end-users, affiliated professionals (construction workers, architects, etc.)

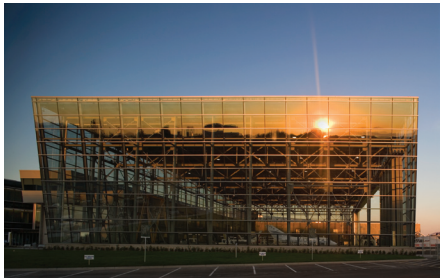
Architectural photography should be dynamic—use interesting crops, angles and lighting.

Photography of people should show some kind of action/interaction. The exception would be where portrait photography is needed (e.g., for bios or newsletter columns).

As much as possible, use professionally shot photography, or even stock photography, in order to reflect the professionalism of the organization and its members.

Refer to photography samples on the following pages.

Sample Architectural Photography



Sample People Photography



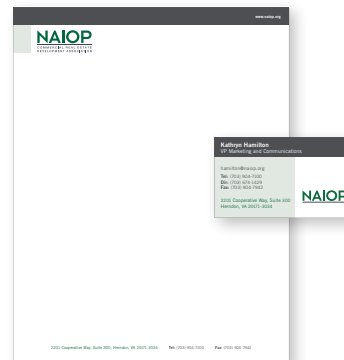
While there are seemingly infinite ways to apply the NAIOP logo, fonts and colors to corporate and chapter materials, incorporating some or all of the following elements in layout help to make the brand more consistent and recognizable.

'BUILDING BLOCK' TREATMENTS

Color rectangles used singularly, or in combination with other color rectangles or rectangular photographs are a hallmark of the NAIOP brand.



E.G., WEB SITE

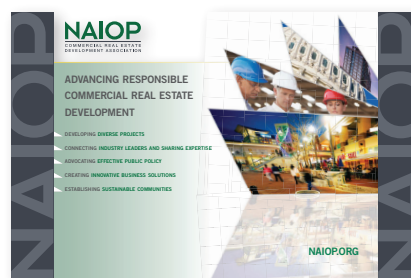


E.G., STATIONERY

Large rectangular areas of solid or gradated color with overset type and imagery also work well.



E.G., BROCHURE COVER



E.G., TRADESHOW BOOTH

Try to stay away from curves, circles, waves and rounded corners as primary graphic treatments. Be sure to keep photographs in rectangular frames.

Corporate and Chapter Graphic Elements: Prepared Artwork

Artwork of the following is available from NAIOP Corporate. Contact NAIOP's Marketing Department to request it. Do not attempt to recreate these yourselves.

THE CAROUSEL

Available as full or half, tilted and untilted, and with or without a reflection. Three examples shown below. Useful for ads, Web sites, title pages of PowerPoint presentations, banners and more.



FULL CAROUSEL



HALF TILTED CAROUSEL



FULL TILTED CAROUSEL
WITH REFLECTION

THE SIDEBAR

To be used as a decorative element only, and **not as a replacement for the NAIOP logo**, the sidebar makes for an interesting graphic treatment on ads, HTML e-mails, Web sites, brochures and more. Use this graphic in its solid form, as the specified color only (i.e., no transparency effects). If used as one-color, specify NAIOP's PANTONE Cool Gray 11 (see page 26 for CMYK and RGB color breakdowns).



Corporate and Chapter Graphic Elements: Prepared Artwork (continued)

TRIANGULAR BULLET POINTS

Useful for ads, banners, Web sites. Not to be used as bullets in narrative body text. If used as one-color, specify white or NAIOP's PANTONE Cool Gray 11 (see page 26 for CMYK and RGB color breakdowns).

 Sample Text

 Sample Text

 Sample Text

YELLOW ACCENT RULE

If used as one-color, specify white or NAIOP's PANTONE 611 (see page 26 for CMYK and RGB color breakdowns).


SOLID


GRADATED

GRAY ACCENT RULE

If used as one-color, specify white or NAIOP's PANTONE Cool Gray 11 (see page 26 for CMYK and RGB color breakdowns).

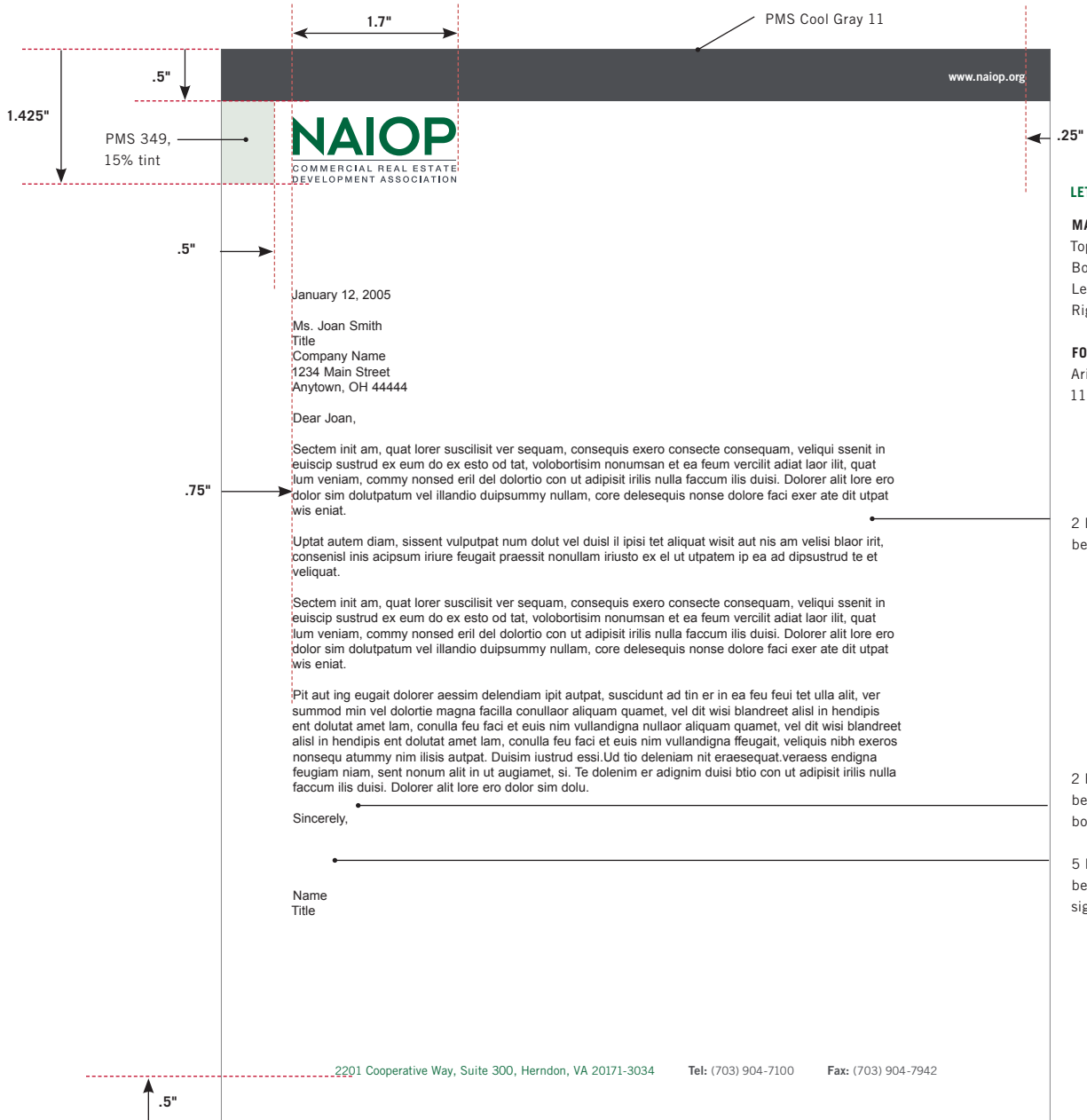

SOLID


GRADATED

NAIOP CORPORATE AND CHAPTER STATIONERY

Corporate Letterhead[§]

[§]Electronic Word and PowerPoint Templates are available. Please contact Kathryn Hamilton at NAIOP Corporate.



LETTER SPECIFICATIONS

MARGINS

Top Margin = 2.5"
 Bottom Margin = 1"
 Left Margin = .75"
 Right Margin = 1.5"

FONT

Arial (body)
 11pt type size

2 Returns, 1 Line
 between paragraphs

2 Returns, 1 Line
 between end of
 body copy and closing

5 Returns, 4 Lines
 between closing and
 sign off

TYPE SPECIFICATIONS

The line containing address and phone/fax information is centered from left to right

STREET ADDRESS ————— TRADE GOTHIC REGULAR, 9 PT (NUMERALS ARE 8.5 PT)
 PMS 349 GREEN

"TEL" and "FAX" ————— TRADE GOTHIC BOLD NO. 2, 9 PT
 PMS COOL GRAY 11

PHONE & FAX NUMBERS ————— TRADE GOTHIC BOLD NO. 2, 8.5 PT
 PMS COOL GRAY 11

The URL is centered from top to bottom within gray bar

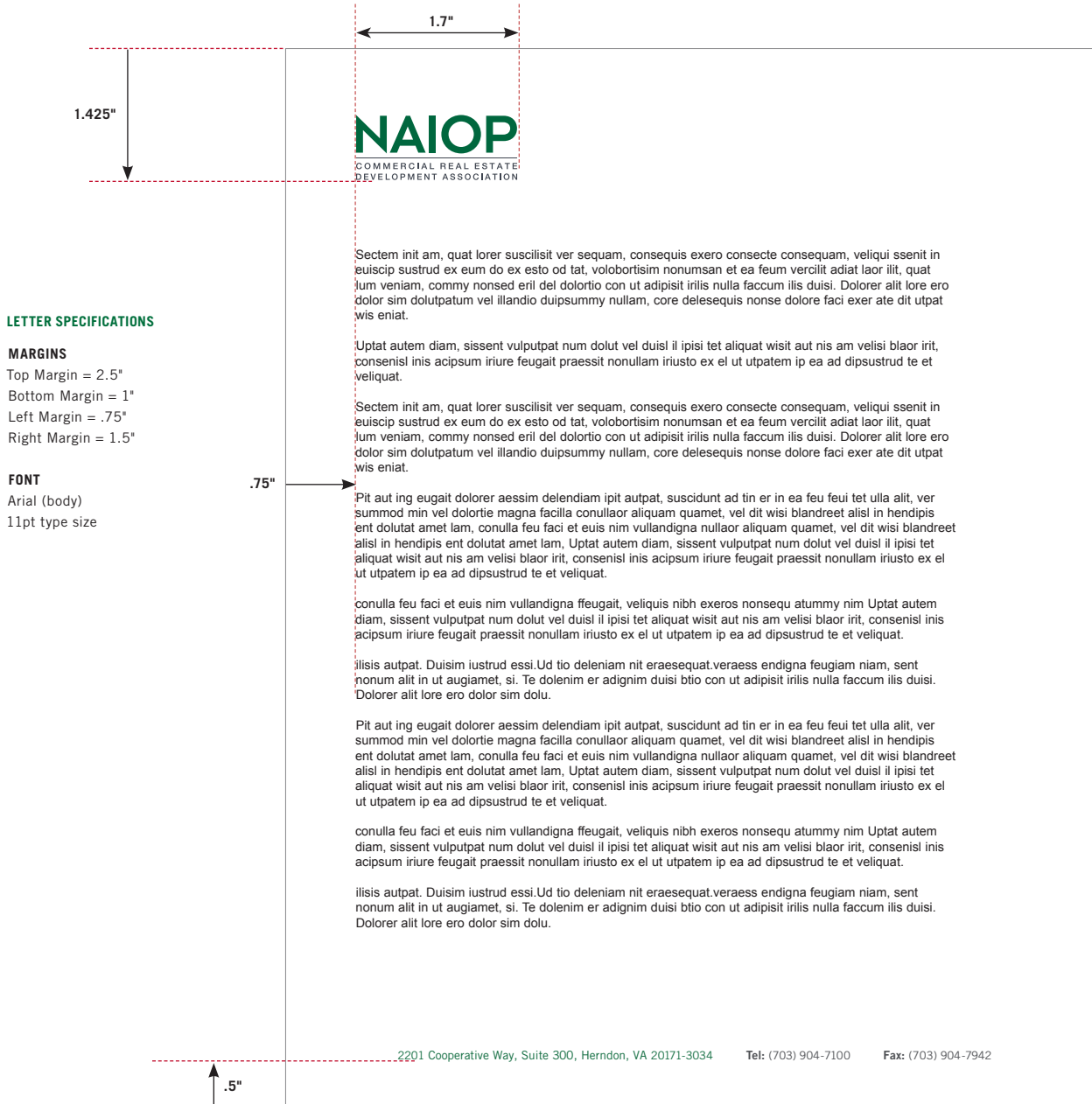
URL ————— TRADE GOTHIC BOLD NO. 2, 9 PT
 WHITE

PRINTING SPECIFICATIONS

Size: 8.5" x 11"
 Color: 2/0 (PMS 349 AND COOL GRAY 11)
 Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T
 Bleeds: Top, left and right

Corporate Letterhead: Second Sheet[§]

[§]Electronic Word and PowerPoint Templates are available. Please contact Kathryn Hamilton at NAIOP Corporate.



LETTER SPECIFICATIONS

MARGINS

- Top Margin = 2.5"
- Bottom Margin = 1"
- Left Margin = .75"
- Right Margin = 1.5"

FONT

- Arial (body)
- 11pt type size

TYPE SPECIFICATIONS

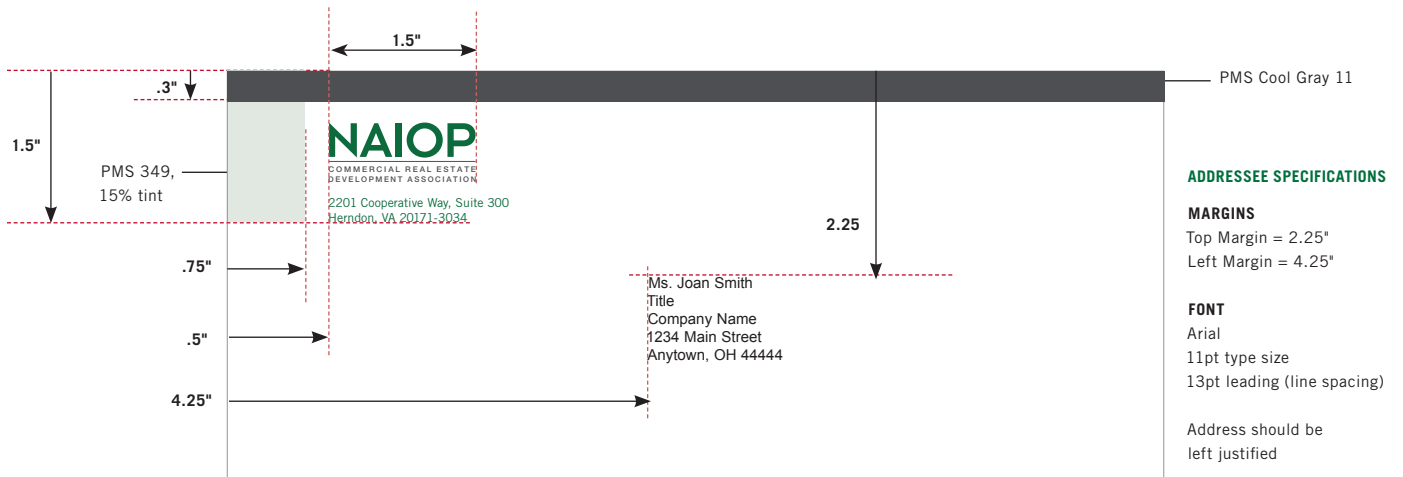
The line containing address and phone/fax information is centered from left to right

STREET ADDRESS	TRADE GOTHIC REGULAR, 9 PT (NUMERALS ARE 8.5 PT) PMS 349 GREEN
TEL and *FAX*	TRADE GOTHIC BOLD NO. 2, 9 PT PMS COOL GRAY 11
PHONE & FAX NUMBERS	TRADE GOTHIC BOLD NO. 2, 8.5 PT PMS COOL GRAY 11

PRINTING SPECIFICATIONS

- Size: 8.5" x 11"
- Color: 2/0 (PMS 349 AND COOL GRAY 11)
- Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T
- Bleeds: Top, left and right

Corporate Envelope



TYPE SPECIFICATIONS

RETURN ADDRESS _____ TRADE GOTHIC REGULAR,
 9 PT (NUMERALS ARE 8.5 PT)
 LEADING = 10.82 PT
 PMS 349 GREEN

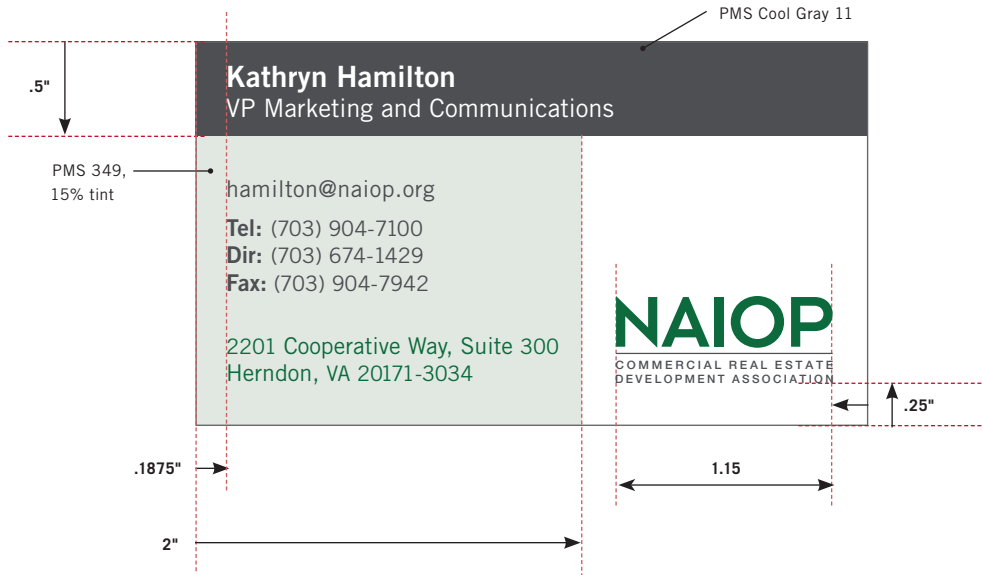
ENVELOPE BACK



PRINTING SPECIFICATIONS

Size: 9.5" x 4.125"
 Color: 2/0 (PMS 349 AND COOL GRAY 11)
 Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T
 Bleeds: Top, left, right and back flap (requires conversion)

Corporate Business Card



BACK OF BUSINESS CARD:



PRINTING SPECIFICATIONS

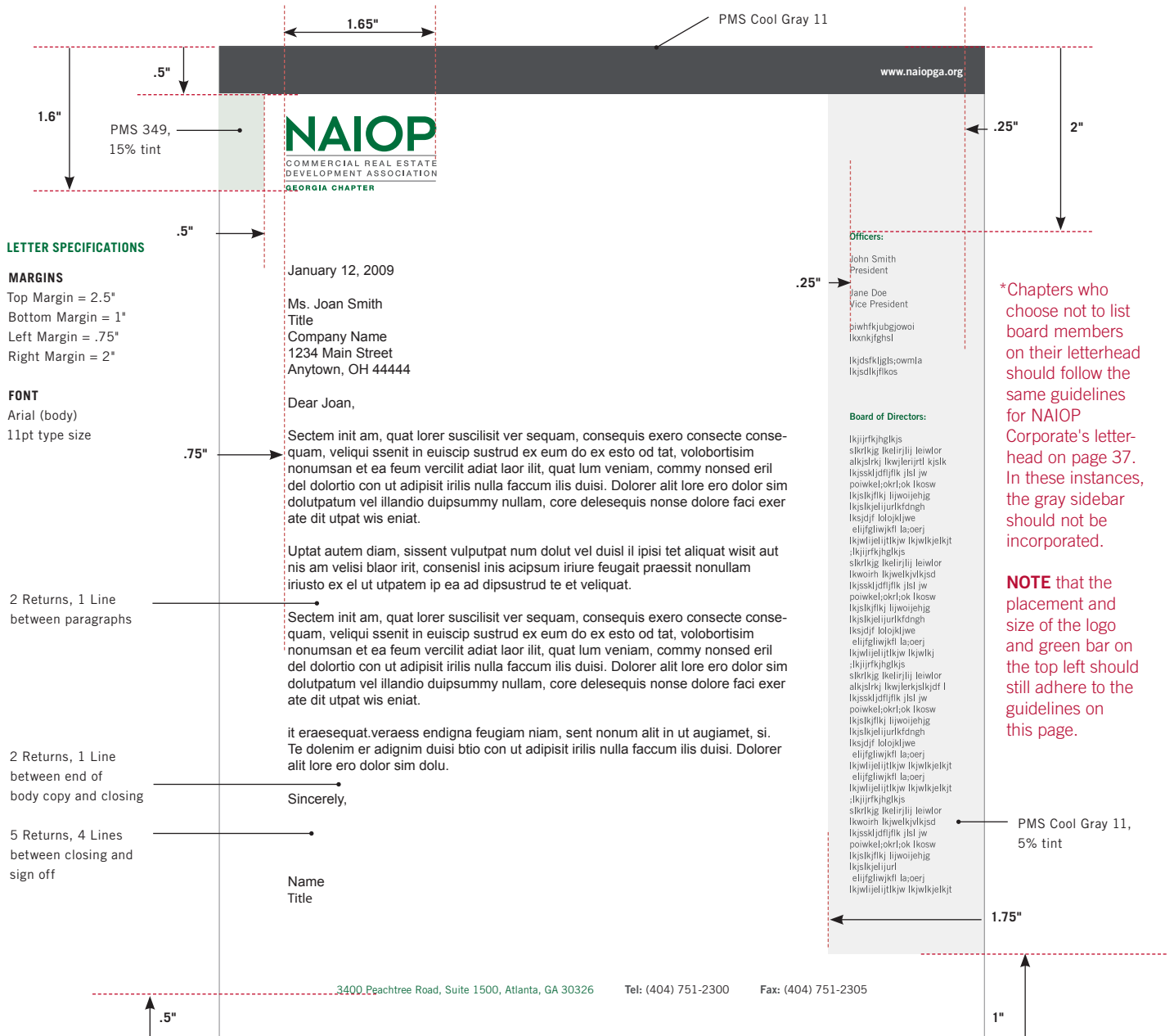
Size: 3.5" x 2"
 Color: 2/1 (PMS 349 AND COOL GRAY 11)
 Paper: COUGAR OPAQUE
 WHITE SMOOTH, 100#C
 Bleeds: Four sides

TYPE SPECIFICATIONS

NAME	TRADE GOTHIC BOLD NO. 2, 11 PT WHITE
TITLE	TRADE REGULAR, 9.5 PT WHITE
E-MAIL ADDRESS	TRADE GOTHIC REGULAR, 8.5 PT PMS COOL GRAY 11
TEL, *DIR*, *FAX*	TRADE GOTHIC BOLD NO. 2, 8 PT PMS COOL GRAY 11
PHONE, FAX NUMBERS	TRADE GOTHIC REGULAR, 8 PT LEADING = 9.6 PT PMS COOL GRAY 11
STREET ADDRESS	TRADE GOTHIC REGULAR, 8.5 PT (NUMERALS ARE 8 PT) LEADING = 9.6 PT PMS 349 GREEN
URL (on back of card)	TRADE GOTHIC BOLD NO. 2, 12 PT WHITE

The URL is centered from top to bottom AND from left to right

§Electronic Word and PowerPoint Templates are available. Please contact Kathryn Hamilton at NAIOP Corporate.



*Chapters who choose not to list board members on their letterhead should follow the same guidelines for NAIOP Corporate's letterhead on page 37. In these instances, the gray sidebar should not be incorporated.

NOTE that the placement and size of the logo and green bar on the top left should still adhere to the guidelines on this page.

LETTER SPECIFICATIONS

MARGINS

Top Margin = 2.5"
Bottom Margin = 1"
Left Margin = .75"
Right Margin = 2"

FONT

Arial (body)
11pt type size

2 Returns, 1 Line
between paragraphs

2 Returns, 1 Line
between end of
body copy and closing

5 Returns, 4 Lines
between closing and
sign off

TYPE SPECIFICATIONS

The line containing address and phone/fax information is centered from left to right

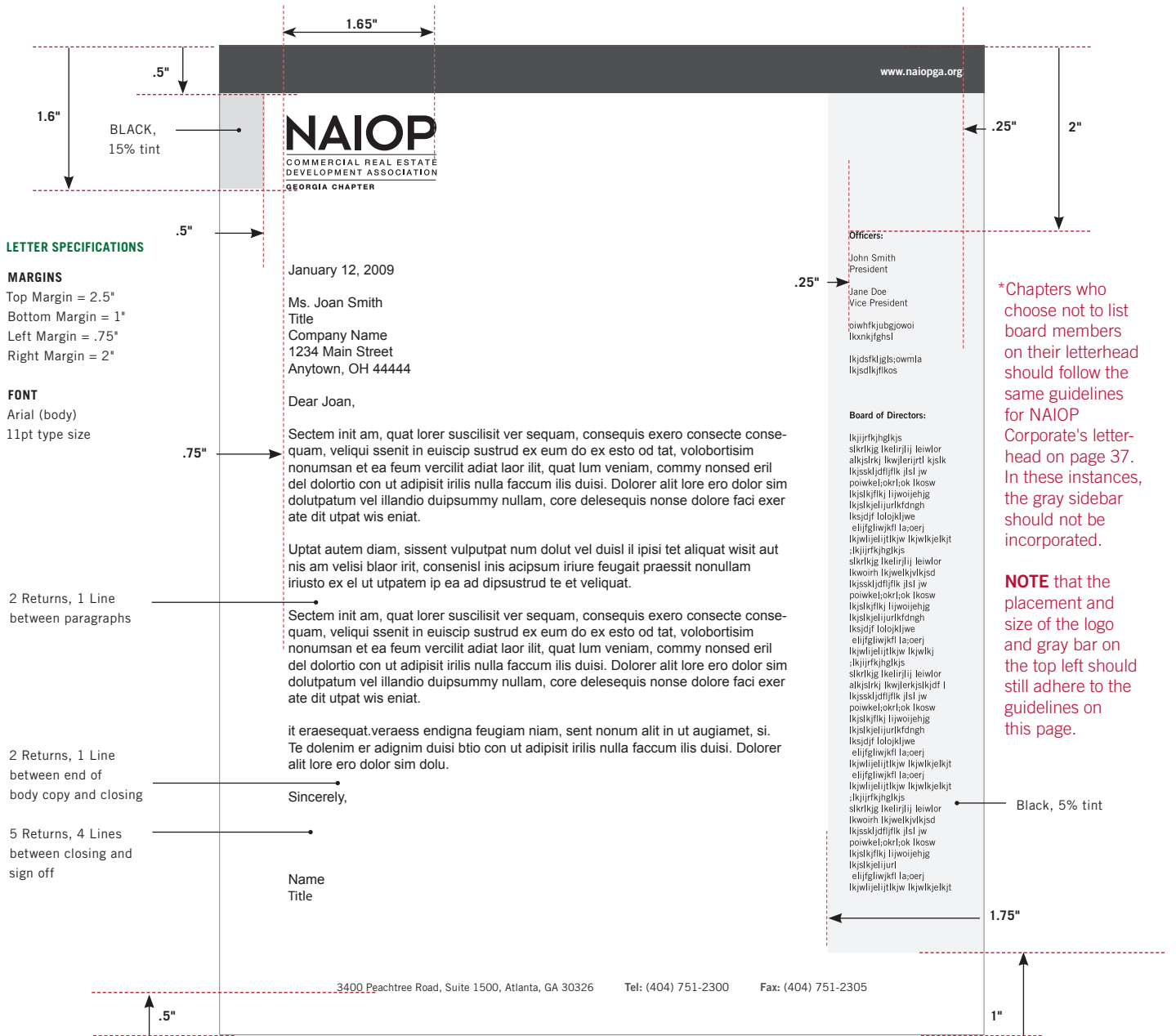
STREET ADDRESS	TRADE GOTHIC REGULAR, 9 PT (NUMERALS ARE 8.5 PT) PMS 349 GREEN
"TEL" and "FAX"	TRADE GOTHIC BOLD NO. 2, 9 PT PMS COOL GRAY 11
PHONE & FAX NUMBERS	TRADE GOTHIC BOLD NO. 2, 8.5 PT PMS COOL GRAY 11
URL	TRADE GOTHIC BOLD NO. 2, 9 PT WHITE
BOARD HEADINGS (E.G., "OFFICERS")	TRADE GOTHIC BOLD NO. 2, 7.5 PT PMS 349 GREEN
BOARD NAMES	TRADE GOTHIC REGULAR, 7.5 PT PMS COOL GRAY 11

The URL is centered from top to bottom within gray bar

PRINTING SPECIFICATIONS

Size: 8.5" x 11"
Color: 2/0 (PMS 349 AND COOL GRAY 11)
Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T
Bleeds: Top, left and right

Optional Black and White Chapter Letterhead*



*Chapters who choose not to list board members on their letterhead should follow the same guidelines for NAIOP Corporate's letterhead on page 37. In these instances, the gray sidebar should not be incorporated.

NOTE that the placement and size of the logo and gray bar on the top left should still adhere to the guidelines on this page.

TYPE SPECIFICATIONS

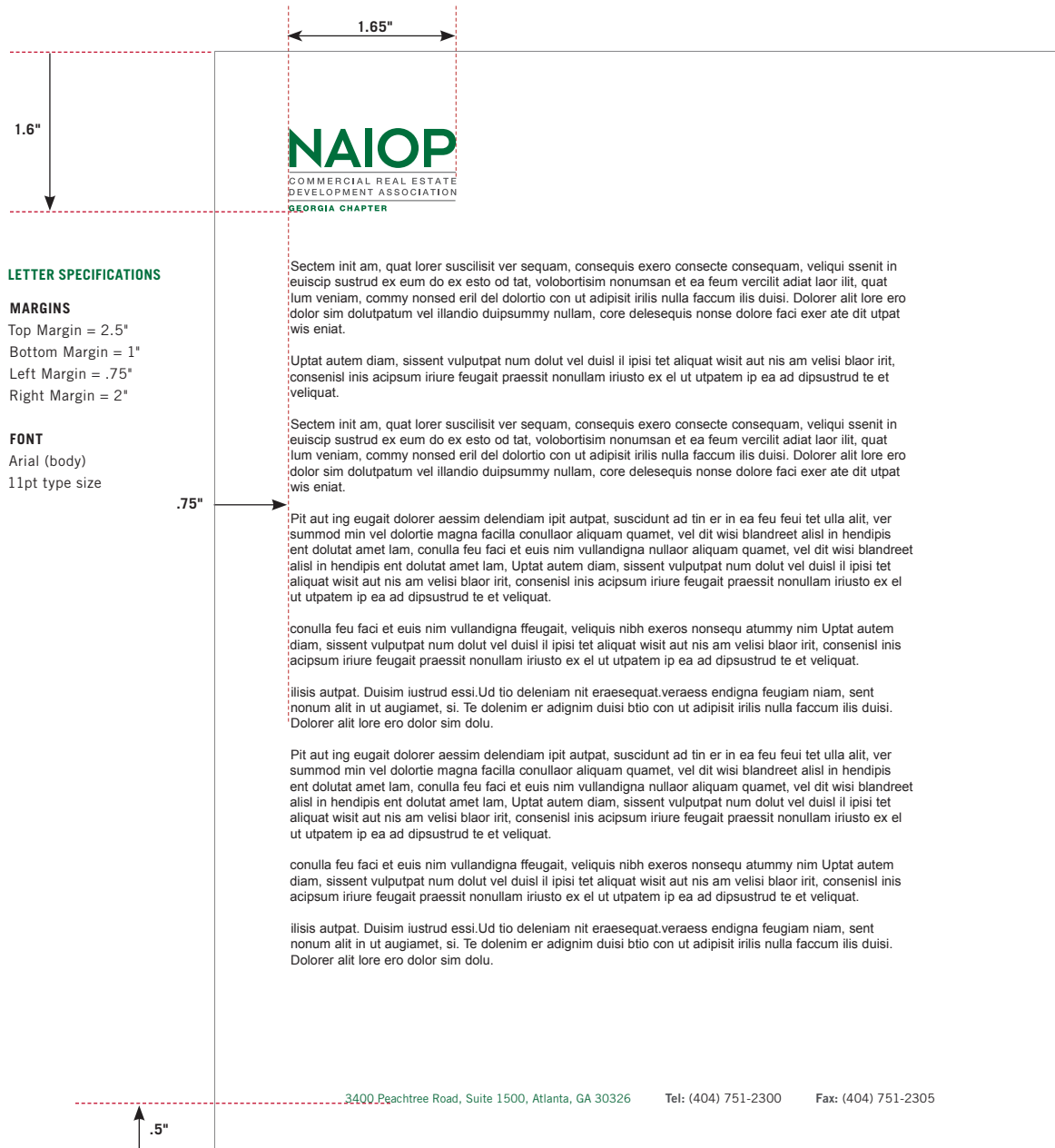
The line containing address and phone/ fax information is centered from left to right	STREET ADDRESS	TRADE GOTHIC REGULAR, 9 PT (NUMERALS ARE 8.5 PT) BLACK
	"TEL" and "FAX"	TRADE GOTHIC BOLD NO. 2, 9 PT BLACK
	PHONE & FAX NUMBERS	TRADE GOTHIC BOLD NO. 2, 8.5 PT BLACK
The URL is centered from top to bottom within gray bar	URL	TRADE GOTHIC BOLD NO. 2, 9 PT WHITE
	BOARD HEADINGS (E.G., "OFFICERS")	TRADE GOTHIC BOLD NO. 2, 7.5 PT BLACK
	BOARD NAMES	TRADE GOTHIC REGULAR, 7.5 PT BLACK

PRINTING SPECIFICATIONS

Size: 8.5" x 11"
 Color: 1/0 (BLACK)
 Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T
 Bleeds: Top, left and right

Chapter Letterhead: Second Sheet*§

§Electronic Word and PowerPoint Templates are available. Please contact Kathryn Hamilton at NAIOP Corporate.



LETTER SPECIFICATIONS

MARGINS

Top Margin = 2.5"
 Bottom Margin = 1"
 Left Margin = .75"
 Right Margin = 2"

FONT

Arial (body)
 11pt type size

*Printed second sheets are optional. Should you print second sheets, please follow the guidelines on this page. If you choose to not print second sheets, use blank sheets, on the same paper stock as that of the letterhead first sheet (Cougar Opaque). Follow the margin specifications listed on this page.

Second sheets printed in black and white should follow the margins and sizes listed here, however, the logo and type should be specified as 100% black.

TYPE SPECIFICATIONS

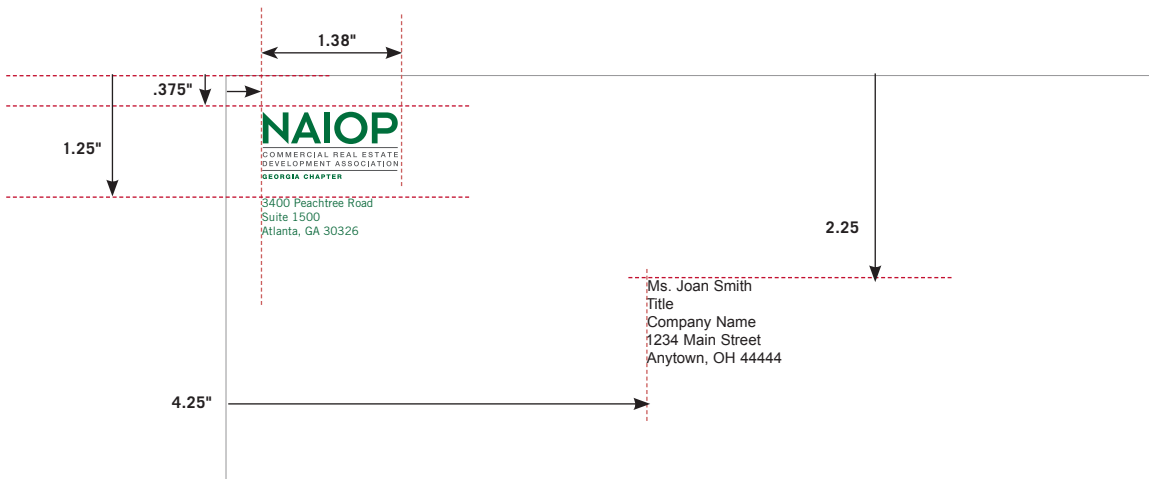
The line containing address and phone/fax information is centered from left to right

STREET ADDRESS	TRADE GOTHIC REGULAR, 9 PT (NUMERALS ARE 8.5 PT) PMS 349 GREEN
"TEL" and "FAX"	TRADE GOTHIC BOLD NO. 2, 9 PT PMS COOL GRAY 11
PHONE & FAX NUMBERS	TRADE GOTHIC BOLD NO. 2, 8.5 PT PMS COOL GRAY 11

PRINTING SPECIFICATIONS

Size: 8.5" x 11"
 Color: 2/0 (PMS 349 AND COOL GRAY 11)
 Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T
 Bleeds: Top, left and right

Chapter Envelope



ADDRESSEE SPECIFICATIONS

MARGINS

Top Margin = 2.25"
Left Margin = 4.25"

FONT

Arial
11pt type size
13pt leading (line spacing)

Address should be
left justified

TYPE SPECIFICATIONS

RETURN ADDRESS

TRADE GOTHIC REGULAR,
9 PT (NUMERALS ARE 8.5 PT)
LEADING = 10.82 PT
PMS 349 GREEN

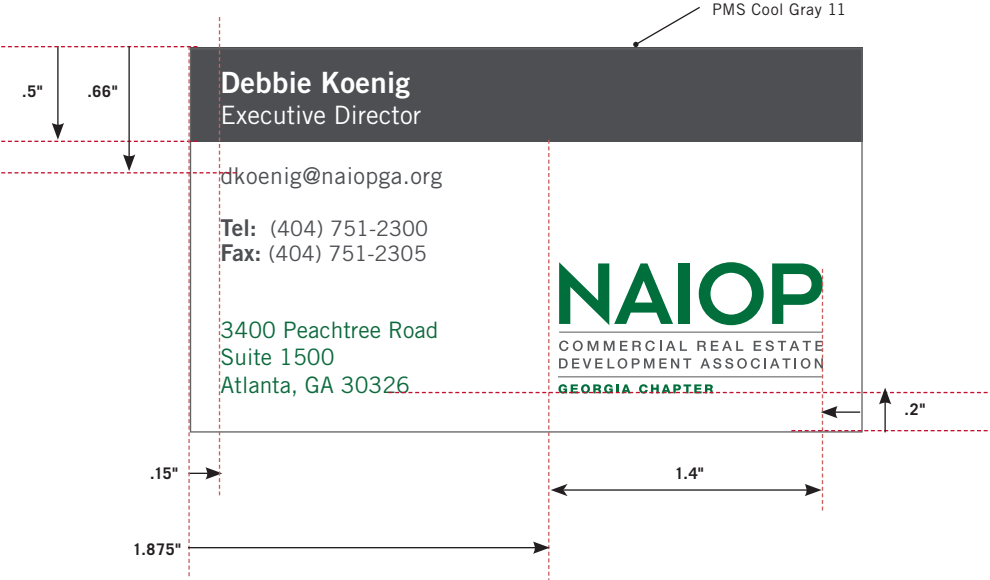
PRINTING SPECIFICATIONS

Size: 9.5" x 4.125"

Color: 2/0 (PMS 349 AND COOL GRAY 11)

Paper: COUGAR OPAQUE WHITE SMOOTH, 60#T

Bleeds: None



BACK OF BUSINESS CARD (OPTIONAL)
 (If not using this layout keep back of card all-white)



PRINTING SPECIFICATIONS

Size: 3.5" x 2"
 Color: 2/1 or 2/0 (PMS 349 AND COOL GRAY 11)
 Paper: COUGAR OPAQUE WHITE SMOOTH, 100#C
 Bleeds: Four sides

TYPE SPECIFICATIONS

NAME	_____	TRADE GOTHIC BOLD NO. 2, 11 PT WHITE
TITLE	_____	TRADE REGULAR, 9.5 PT WHITE
E-MAIL ADDRESS	_____	TRADE GOTHIC REGULAR, 8.5 PT PMS COOL GRAY 11
TEL, *FAX*	_____	TRADE GOTHIC BOLD NO. 2, 8 PT PMS COOL GRAY 11
PHONE, FAX NUMBERS	_____	TRADE GOTHIC REGULAR, 8 PT LEADING = 9.6 PT PMS COOL GRAY 11
STREET ADDRESS	_____	TRADE GOTHIC REGULAR, 8.5 PT (NUMERALS ARE 8 PT) LEADING = 9.6 PT PMS 349 GREEN

The URL is centered from top to bottom AND from left to right

• _____	URL (on back of card)	_____	TRADE GOTHIC BOLD NO. 2, 12 PT WHITE
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E-mail Signature

All NAIOP corporate and chapter e-mail communications should follow one of the two formats below, utilizing Arial 11 point type:

OPTION 1: INCLUDES FULL ADDRESS

Kathryn George Hamilton

Vice President for Marketing and Communications | NAIOP
2201 Cooperative Way, Suite 300 | Herndon, VA 20171
Main: (703) 904-7100 | Direct: (703) 674-1429 | Fax: (703) 674-1479
www.naiop.org

OPTION 2: ABBREVIATED VERSION, WITHOUT ADDRESS

Debbie Koenig

Executive Director | NAIOP Georgia
Tel: (404) 751-2300 | Fax: (404) 751-2305
www.naiopga.org

* Direct and cell phone numbers are optional.

NAIOP DEVELOPING LEADERS IDENTITY

Developing Leaders Logo Elements: With Definer*

*For Corporate usage only. Chapters, refer to following page.



The NAIOP Developing Leaders ("DL") logo may be used in one of two ways: with the "Commercial Real Estate Development Association" definer and without. **The DL logo with the definer should be used in all instances, except when a NAIOP Corporate logo is used on the same piece of material.** The DL logo consists of seven elements, all of which must appear in the aforementioned instance. (See the following page for instructions on the use of the DL logo when the corporate or chapter logo appears on the same piece of material.)

REQUIRED DEVELOPING LEADERS LOGO ELEMENTS WHEN THE CORPORATE LOGO IS NOT ON THE SAME PAGE OR SPREAD:

OFFICIAL NAME In color reproduction this element is always GREEN (PMS 349).

DIVIDER LINE 1 In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DEFINER In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DIVIDER LINE 2 In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DL..... In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

CARET..... In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DEVELOPING LEADERS .. In color reproduction this element is always PURPLE (PMS 5125).

Developing Leaders Logo Elements: Without Definer*

*For Corporate AND Chapter usage.



The NAIOP Developing Leaders ("DL") logo may be used in one of two ways: with the "Commercial Real Estate Development Association" definer and without. **Chapters must always use this version, and their chapter logo must always appear on the same piece of material. Corporate should use this version only when its logo appears elsewhere on the same piece of material.** The DL logo consists of five elements, all of which must appear in the aforementioned instances. (See the previous page for instructions on the use of the DL logo when the corporate logo does not appear on the same piece of material.)

REQUIRED DEVELOPING LEADERS LOGO ELEMENTS WHEN THE CORPORATE OR CHAPTER LOGO IS ON THE SAME PAGE OR SPREAD:

- OFFICIAL NAMEIn color reproduction this element is always GREEN (PMS 349).
- DIVIDER LINEIn color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).
- DL.....In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).
- CARET.....In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).
- DEVELOPING LEADERS ..In color reproduction this element is always PURPLE (PMS 5125).

Developing Leaders Logo: Colors

SPOT AND
PROCESS COLOR
EXAMPLE



There are four acceptable ways to reproduce the NAIOP DL logo in printed and online materials.

SPOT COLOR (OR 3 COLOR) REPRODUCTION:

Spot color reproduction refers to using the correct

Pantone colors:

Green (PMS 349)

Dark Gray (PMS Cool Gray 11)

Purple (PMS 5125)

PROCESS COLOR

(OR FOUR COLOR BUILD) REPRODUCTION:

When the spot colors are not available you can build the PMS 349 (Green), PMS Cool Gray 11 and PMS 5125 (Purple) out of the following process colors:

Green: C = 94%	Gray: C = 48%	Purple: C = 45%
M = 11%	M = 36%	M = 77%
Y = 84%	Y = 24%	Y = 13%
K = 43%	K = 66%	K = 42%

BLACK LOGO



BLACK AND WHITE REPRODUCTION:

If the above options are not available, the NAIOP DL logo may be reproduced in all black or all white only.

WHITE LOGO



ONLINE LOGO



ONLINE REPRODUCTION:

When using the logo online or in electronic documents use the following Web colors.

Green: R = 0%	Gray: R = 77%	Purple: R = 106%
G = 105%	G = 79%	G = 64%
B = 60%	B = 83%	B = 97%
HEX:	HEX:	HEX:
#006633	#666666	#6a4061

Developing Leaders Logo: Placement, Sizing and Don'ts

PLACEMENT AND DON'TS

All rules pertaining to placement and "don'ts" for the Developing Leaders logos can be found on pages 16 and 17ew of the corporate logo guide.

SIZING

The minimum size at which the DL logo with the definer can be used is .625" ($\frac{5}{8}$ ") in height.



The minimum size at which the DL logo without the definer can be used is .4375" ($\frac{7}{16}$ ") in height.



Developing Leaders Color Palette

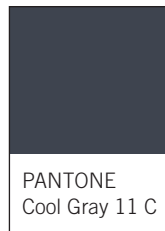
The following colors are to be used on all Developing Leaders material. Secondary colors complement the primary colors, and are meant to act as accents to them. Except where they appear in NAIOP logos, tints of these colors are permitted.

Materials produced must include some or all of these colors only. No other colors are permitted. When producing co-branded materials in partnership with other organizations who have their own color guidelines, please consult NAIOP Corporate's marketing department.

PRIMARY COLOR PALETTE:



CMYK: 94/11/84/43
RGB: 0/105/60
HEX: #006633



CMYK: 48/36/24/66
RGB: 113/112/116
HEX: #666666



CMYK: 45/77/13/42
RGB: 106/64/97
HEX: #6a4061

SECONDARY COLOR PALETTE:



CMYK: 52/6/79/25
RGB: 92/135/39
HEX: #5c8727



CMYK: 28/0/92/0
RGB: 193/216/47
HEX: #c1d82f



CMYK: 16/11/11/29
RGB: 182/184/184
HEX: #b6b8ba



CMYK: 11/13/30/32
RGB: 185/176/152
HEX: #b9b098



CMYK: 1/5/23/3
RGB: 247/237/212
HEX: #f7edd4



CMYK: 10/3/2/2
RGB: 234/239/241
HEX: #eaeff1

TRADE GOTHIC

Trade Gothic is NAIOP's official font, and should be used on all corporate, chapter and Developing Leaders literature. The font family consists of multiple weights and widths, allowing for flexibility and creativity. *With the exception of Trade Gothic Extended, all versions of the font are available in oblique (italic) as well.*

TRADE GOTHIC LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC BOLD

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

TRADE GOTHIC BOLD NO. 2

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

TRADE GOTHIC CONDENSED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC BOLD CONDENSED

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

TRADE GOTHIC EXTENDED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC BOLD EXTENDED

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

FONTS FOR USE IN WEB AND ELECTRONIC COMMUNICATIONS:

Arial or Helvetica may be used as substitutions for Trade Gothic in HTML (Web) applications, as well as in Microsoft Word® and PowerPoint documents.

Remember, the NAIOP logo should not be recreated under any circumstances. The fonts on this page are not meant for recreating the NAIOP Corporate and NAIOP chapter logos.

SUB-BRAND INTRODUCTION

What are Sub-brands?

Sub-brands are well-established areas or initiatives within NAIOP that can stand on their own as a unique entity and function with a look and feel separate from the corporate NAIOP brand while making sure to recognize the master brand in some way.

NAIOP sub-brands include NAIOP-PAC and NAIOP Research Foundation. These sub-brands can function and stand alone and apart from the NAIOP brand and therefore are treated differently. Sub-brand guidelines are outlined on pages 58-70 and include logo elements, colors, placement, sizing, don'ts, color palette and fonts.

To reinforce the sub-brand is a NAIOP product, place the NAIOP logo on all marketing communication pieces for NAIOP-PAC and NAIOP Research Foundation.

SUB-BRAND: NAIOP-PAC IDENTITY

NAIOP-PAC Logo Elements



The NAIOP-PAC logo is made up of three distinct elements. Consistent use is key. **Therefore, all three logo elements must appear when the logo is used.**

REQUIRED LOGO ELEMENTS:

OFFICIAL NAMEIn color reproduction NAIOP is always 80% BLACK, and the P and C are SOLID BLACK.

STAR GRAPHICIn color reproduction the point on the left is 30% BLACK, the middle point is RED (PMS 187) and the line on the right is BLUE (PMS 294).

DEFINERIn color reproduction this element is always 80% BLACK.

SPOT AND
PROCESS COLOR
EXAMPLE



There are four acceptable ways to reproduce the NAIOP-PAC logo in printed and online materials.

SPOT COLOR (OR 3 COLOR) REPRODUCTION:

Spot color reproduction refers to using the correct Pantone colors:

- Black (100% for solid black; 80% for dark gray; 30% for light gray)
- Red (PMS 187)
- Blue (PMS 294)

PROCESS COLOR (OR FOUR COLOR BUILD) REPRODUCTION:

When the spot colors are not available you can build the PMS 187 (Red) and PMS 294 (Blue) out of the following process colors:

Red:	C = 5% M = 100% Y = 71% K = 22%	Blue:	C = 100% M = 68% Y = 7% K = 28%	Black/gray: same as spot color specs—use at 100%, 80% or 30%)
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BLACK LOGO



BLACK AND WHITE REPRODUCTION:

If the above options are not available, the NAIOP-PAC logo may be reproduced in all black or all white only.

WHITE LOGO



ONLINE LOGO



ONLINE REPRODUCTION:

When using the logo online or in electronic documents use the following Web colors.

Red:	R = 196% G = 18% B = 48% HEX: #c41230	Blue:	R = 1% G = 86% B = 151% HEX: #015697	Gray:	<table border="0"> <tr> <td></td> <td>dark</td> <td>light</td> </tr> <tr> <td>R = 102%</td> <td>R = 102%</td> <td>R = 188%</td> </tr> <tr> <td>G = 102%</td> <td>G = 102%</td> <td>G = 188%</td> </tr> <tr> <td>B = 102%</td> <td>B = 102%</td> <td>B = 188%</td> </tr> <tr> <td>HEX:</td> <td>HEX:</td> <td>HEX:</td> </tr> <tr> <td>#666666</td> <td>#666666</td> <td>#bcbbc</td> </tr> </table>		dark	light	R = 102%	R = 102%	R = 188%	G = 102%	G = 102%	G = 188%	B = 102%	B = 102%	B = 188%	HEX:	HEX:	HEX:	#666666	#666666	#bcbbc
	dark	light																					
R = 102%	R = 102%	R = 188%																					
G = 102%	G = 102%	G = 188%																					
B = 102%	B = 102%	B = 188%																					
HEX:	HEX:	HEX:																					
#666666	#666666	#bcbbc																					

NAIOP-PAC Logo: Placement and Sizing

There should be ample negative space between the logo and other elements on a page. The desired amount of spacing is proportional to the size of the logo. The empty space around the logo should always equal the width shown below. Spacing can be more than this but must be AT LEAST this amount.



The full-color logo should always be placed on a white or light-colored background. When placed on dark-colored backgrounds, the logo should reverse to white.



The minimum size at which the NAIOP-PAC logo can be used is .5" in height.



UNACCEPTABLE USES OF THE NAIOP-PAC LOGO

DO NOT stretch the logo proportions horizontally or vertically



DO NOT change the position relationship between the logo elements



DO NOT alter the type in the official name or definer in any way
DO NOT alter the star graphic in any way



DO NOT place logo on dark colored background



DO NOT change the colors



DO NOT use the logo without 'NAIOP' or the definer

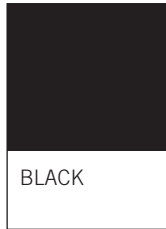


NAIOP-PAC Color Palette

The following colors represent NAIOP-PAC. Colors from the secondary palette must always be used with the primary palette. Secondary colors complement the primary colors, and are meant to act as accents to them. Except where they appear in the NAIOP-PAC logo, tints of these colors are permitted. (80% and 30% tints of black are especially encouraged).

Materials produced must include some or all of these colors only. No other colors are permitted. When producing co-branded materials in partnership with other organizations who have their own color guidelines, please consult NAIOP Corporate's marketing department.

PRIMARY COLOR PALETTE:



CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: #000000

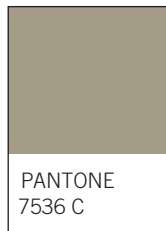


CMYK: 100/68/7/28
 RGB: 1/86/151
 HEX: #015697



CMYK: 5/100/71/22
 RGB: 0/105/60
 HEX: #006633

SECONDARY COLOR PALETTE:



CMYK: 11/13/30/32
 RGB: 185/176/152
 HEX: #b9b098



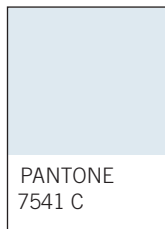
CMYK: 59/8/9/19
 RGB: 93/135/161
 HEX: #5d87a1



CMYK: 45/77/13/42
 RGB: 106/64/97
 HEX: #6a4061



CMYK: 17/4/16/12
 RGB: 204/212/202
 HEX: #ccd4ca



CMYK: 10/3/2/2
 RGB: 234/239/241
 HEX: #eaeef1



CMYK: 1/2/20/0
 RGB: 255/248/221
 HEX: #fff8dd

TRADE GOTHIC:

Trade Gothic is NAIOP-PAC's official font, and should be used on all of its literature. The font family consists of multiple weights and widths, allowing for flexibility and creativity. *With the exception of Trade Gothic Extended, all versions of the font are available in oblique (italic) as well.*

TRADE GOTHIC LIGHT	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC REGULAR	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC BOLD	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC BOLD NO. 2	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC CONDENSED	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC BOLD CONDENSED	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC EXTENDED	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ
TRADE GOTHIC BOLD EXTENDED	abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONTS FOR USE IN WEB AND ELECTRONIC COMMUNICATIONS:

Arial or Helvetica may be used as substitutions for Trade Gothic in HTML (Web) applications, as well as in Microsoft Word® and PowerPoint documents.

Remember, the NAIOP-PAC logo should not be recreated under any circumstances. The fonts on this page are not meant for recreating the NAIOP-PAC logo.

SUB-BRAND: NAIOP RESEARCH FOUNDATION

NAIOP Research Foundation Logo Elements



The NAIOP Research Foundation logo is made up of three distinct elements. Consistent use is key. **Therefore, all three logo elements must appear when the logo is used.**

REQUIRED LOGO ELEMENTS:

OFFICIAL NAME, PT1In color reproduction NAIOP is always BLUE (PMS 294).

OFFICIAL NAME, PT2In color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

DIVIDER LINEIn color reproduction this element is always DARK GRAY (PMS COOL GRAY 11).

NAIOP Research Foundation Logo: Colors



There are four acceptable ways to reproduce the NAIOP-Research Foundation logo in printed and online materials.

SPOT COLOR (OR 3 COLOR) REPRODUCTION:

Spot color reproduction refers to using the correct Pantone colors:
 Blue (PMS 294)
 Dark Gray (PMS Cool Gray 11)

PROCESS COLOR (OR FOUR COLOR BUILD) REPRODUCTION:

When the spot colors are not available you can build the PMS 187 (Red) and PMS 294 (Blue) out of the following process colors:

<p>Blue:</p> <p>C = 100%</p> <p>M = 68%</p> <p>Y = 7%</p> <p>K = 28%</p>	<p>Gray:</p> <p>C = 48%</p> <p>M = 36%</p> <p>Y = 24%</p> <p>K = 66%</p>
--	--



BLACK AND WHITE REPRODUCTION:

If the above options are not available, the NAIOP Research Foundation logo may be reproduced in all black or all white only.



ONLINE REPRODUCTION:

When using the logo online or in electronic documents use the following Web colors.

<p>Blue:</p> <p>R = 1%</p> <p>G = 186%</p> <p>B = 151%</p> <p>HEXADECIMAL: #015697</p>	<p>Gray:</p> <p>R = 77%</p> <p>G = 79%</p> <p>B = 83%</p> <p>HEXADECIMAL: #666666</p>
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NAIOP Research Foundation Logo: Placement and Sizing

There should be ample negative space between the logo and other elements on a page. The desired amount of spacing is proportional to the size of the logo. The empty space around the logo should always equal the width shown below. Spacing can be more than this but must be AT LEAST this amount.



SPACING AROUND THE LOGO SHOULD MATCH THE AMOUNT OF SPACE BETWEEN THE TOP AND BOTTOM OF "NAIOP" / "RESEARCH FOUNDATION."



STRENGTHENING
SYSTEMS & SERVICES

EXAMPLE OF LOGO PLACEMENT
IN RELATION TO OTHER GRAPHIC
ELEMENTS

The full-color logo should always be placed on a white or light-colored background. When placed on dark-colored backgrounds, the logo should reverse to white.



The minimum size at which the corporate logo can be used is .25" in height.



NAIOP Research Foundation Logo: Don'ts

UNACCEPTABLE USES OF THE NAIOP RESEARCH FOUNDATION

DO NOT stretch the logo proportions horizontally or vertically



DO NOT change the position relationship between the logo elements



DO NOT alter the type in the official name or definer in any way



DO NOT place logo on dark colored background



DO NOT change the colors



DO NOT use the logo without 'NAIOP'



NAIOP Research Foundation Color Palette

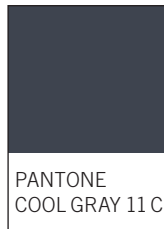
The following colors represent NAIOP Research Foundation. Colors from the secondary palette must always be used with the primary palette. Secondary colors complement the primary colors, and are meant to act as accents to them. Except where they appear in the NAIOP Research Foundation logo, tints of these colors are permitted.

Materials produced must include some or all of these colors only. No other colors are permitted. When producing co-branded materials in partnership with other organizations who have their own color guidelines, please consult NAIOP Corporate's marketing department.

PRIMARY COLOR PALETTE:

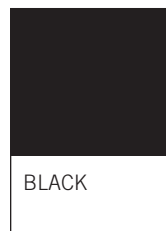


CMYK: 100/68/7/28
RGB: 1/86/151
HEX: #015697



CMYK: 48/36/24/66
RGB: 113/112/116
HEX: #666666

SECONDARY COLOR PALETTE:



CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000



CMYK: 0/12/100/0
RGB: 255/188/25
HEX: #ffbc19



CMYK: 0/93/95/0
RGB: 237/28/36
HEX: #ed1c24



CMYK: 63/0/97/0
RGB: 102/188/41
HEX: #66bc29



CMYK: 10/3/2/2
RGB: 234/239/241
HEX: #eaeff1



CMYK: 1/2/20/0
RGB: 255/248/221
HEX: #fff8dd



CMYK: 17/4/16/12
RGB: 204/212/202
HEX: #ccd4ca

NAIOP Research Foundation Fonts

TRADE GOTHIC

Trade Gothic is NAIOP Research Foundation's official font, and should be used on all of its literature. The font family consists of multiple weights and widths, allowing for flexibility and creativity. *With the exception of Trade Gothic Extended, all versions of the font are available in oblique (italic) as well.*

TRADE GOTHIC LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC BOLD NO. 2

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC CONDENSED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC BOLD CONDENSED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC EXTENDED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

TRADE GOTHIC BOLD EXTENDED

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNQPQRSTUVWXYZ

FONTS FOR USE IN WEB AND ELECTRONIC COMMUNICATIONS:

Arial or Helvetica may be used as substitutions for Trade Gothic in HTML (Web) applications, as well as in Microsoft Word® and PowerPoint documents.

Remember, the NAIOP Research Foundation logo should not be recreated under any circumstances. The fonts on this page are not meant for recreating the NAIOP Research Foundation logo.