



Brand Guidelines

2019

A photograph of the United States Capitol building's dome at dusk or dawn. The sky is filled with soft, pastel-colored clouds. The dome is illuminated from within, showing intricate architectural details and a golden glow. An American flag flies from a pole on the left side of the dome. In the foreground, the dark silhouette of the U.S. House of Representatives wing is visible.

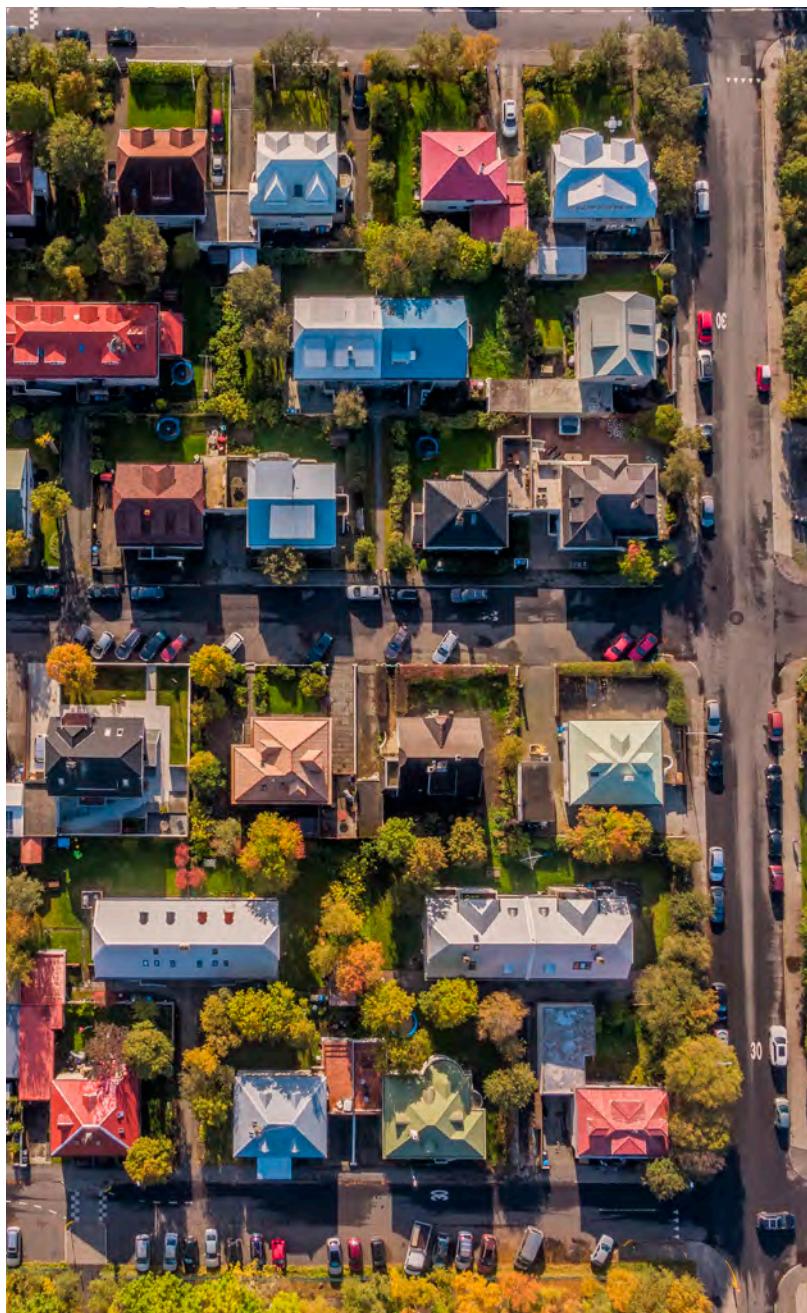
The trusted source
of knowledge for the
federal community.

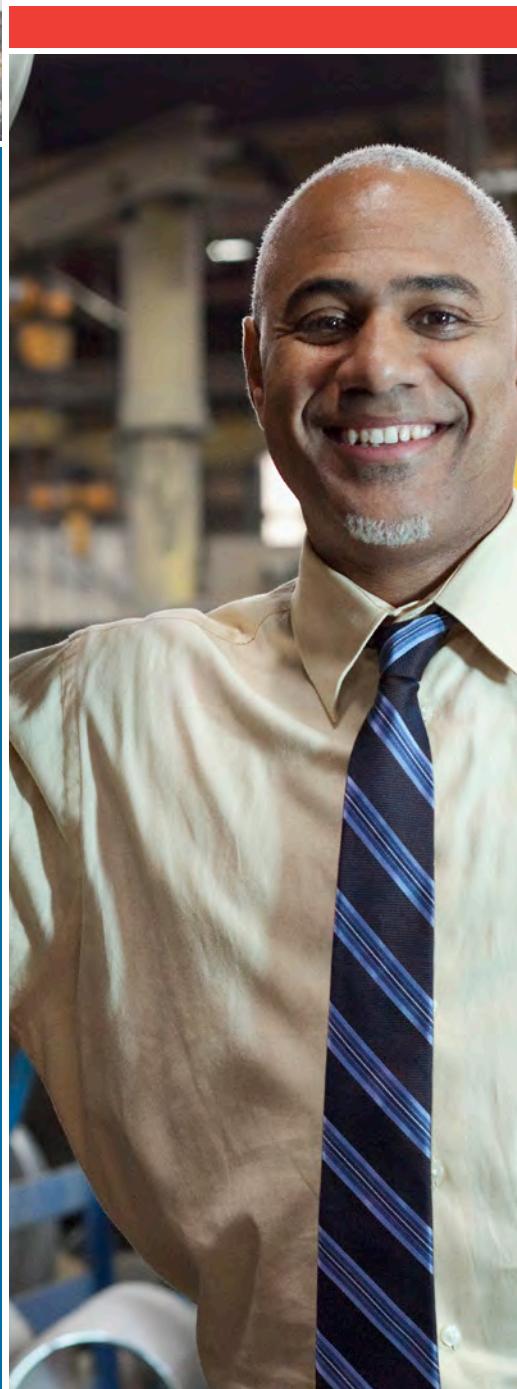


Projecting a clear voice to our members and the world at large requires consistency and discipline across all NARFE communications—a unified approach to the NARFE “brand.” Everything we send out into the world contributes to the NARFE brand perception.

Follow these guidelines for visual communications including email, newsletters, formal messages, printed documents and logo treatments. Together we will broadcast NARFE’s value and excellence to our members, prospective members, legislators, the media and the public at large.

If you have questions please contact the NARFE Communications Department at narfebrand@narfe.org.





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Supporting Graphics

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Print, Digital and Other



Brand Position

Descriptor

Federal Benefits Experts

Brief Boilerplate

As the only organization solely dedicated to the general welfare of all federal workers and retirees, NARFE delivers valuable guidance, timely resources and powerful advocacy. For nearly a century, NARFE has been a trusted source of knowledge for the federal community, Capitol Hill, the executive branch and the media.

This brief description should be used anytime there is limited space to relay what NARFE is and does.

Full Boilerplate

As the only organization solely dedicated to the general welfare of all federal workers and retirees, NARFE delivers valuable guidance, timely resources and powerful advocacy. For nearly a century, NARFE has been a trusted source of knowledge for the federal community, Capitol Hill, the executive branch and the media.

Since NARFE's founding in 1921, the association's mission has been to defend and advance the earned pay and benefits of America's civil servants. Today, NARFE's team of professional lobbyists continues to work tirelessly on behalf of the federal community. Supported by grassroots activists, NARFE is a leading voice in Washington and across the country.

Federal benefits and retirement plans are unique, complex and subject to change. NARFE provides both federal workers and retirees with the clear, reliable and accessible counsel they need to make critical decisions and gain confidence in a secure future. NARFE webinars, training conferences, magazine, online benefit resource library, and individual counseling services all offer in-depth expertise on key issues.

This longer description should be used where space allows, including the About NARFE section of websites.

Logo



Logo



The NARFE logo has been updated with a clean, elegant construction that reflects the pride of civil service within the federal community. Its geometric configuration provides a contemporary look that is easily adapted across the broad range of modern media.

As a graphic representation of the American flag, the letters F and E provide visual emphasis for the logo. Placing emphasis on those letters—which stand for “Federal Employees”—reinforces NARFE’s mission to serve both current and retired federal workers.

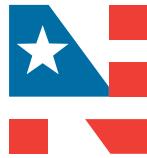
Logo Types

Two logo types have been developed to provide flexibility and ease of integration across various media platforms.



Primary Logo

The primary NARFE logo has a horizontal construction with the descriptor below. Use this logo whenever space allows.



Avatar/Monogram

The avatar/mونogram logo version is designed to fit into small, tight spaces such as social media profile images and the NARFE website favicon.

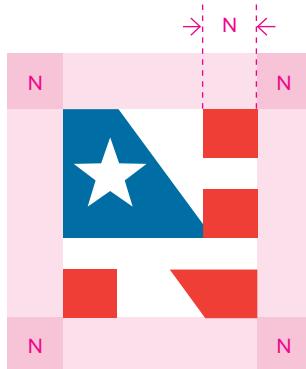


Stacked Logo

The stacked logo should only be used in rare cases.
Please contact narfebrand@narfe.org for permission and access to this logo version.

Logo Space and Minimum Size

Provide space around the logo so that it is not crowded out by other content.



Minimum width for the primary logo is 1 inch.
Smaller than this, switch to the avatar/monogram version.

Logo Color

The NARFE Logo should be displayed in full color whenever possible.



NARFE
Blue

PMS 301
cmyk 100 30 2 24
rgb 0 110 164
hex 006ea5



NARFE
Red

PMS 032
cmyk 0 90 85 0
rgb 239 65 54
hex ef4036



Logo Color Variations

Full Color

Use whenever possible.



Black and White (Grayscale)

Use the black logo for black and white print jobs and simple communications such as faxing. Use the white logo over dark backgrounds.



Reverse Red and Reverse Blue

These logos are special cases that should be used only when there is a conflict between the logo and background color.



Events

FEDcon and LEGcon logos have been re-drawn to match the new NARFE identity.



Chapter Logo

A chapter logo style has been established to provide consistency.

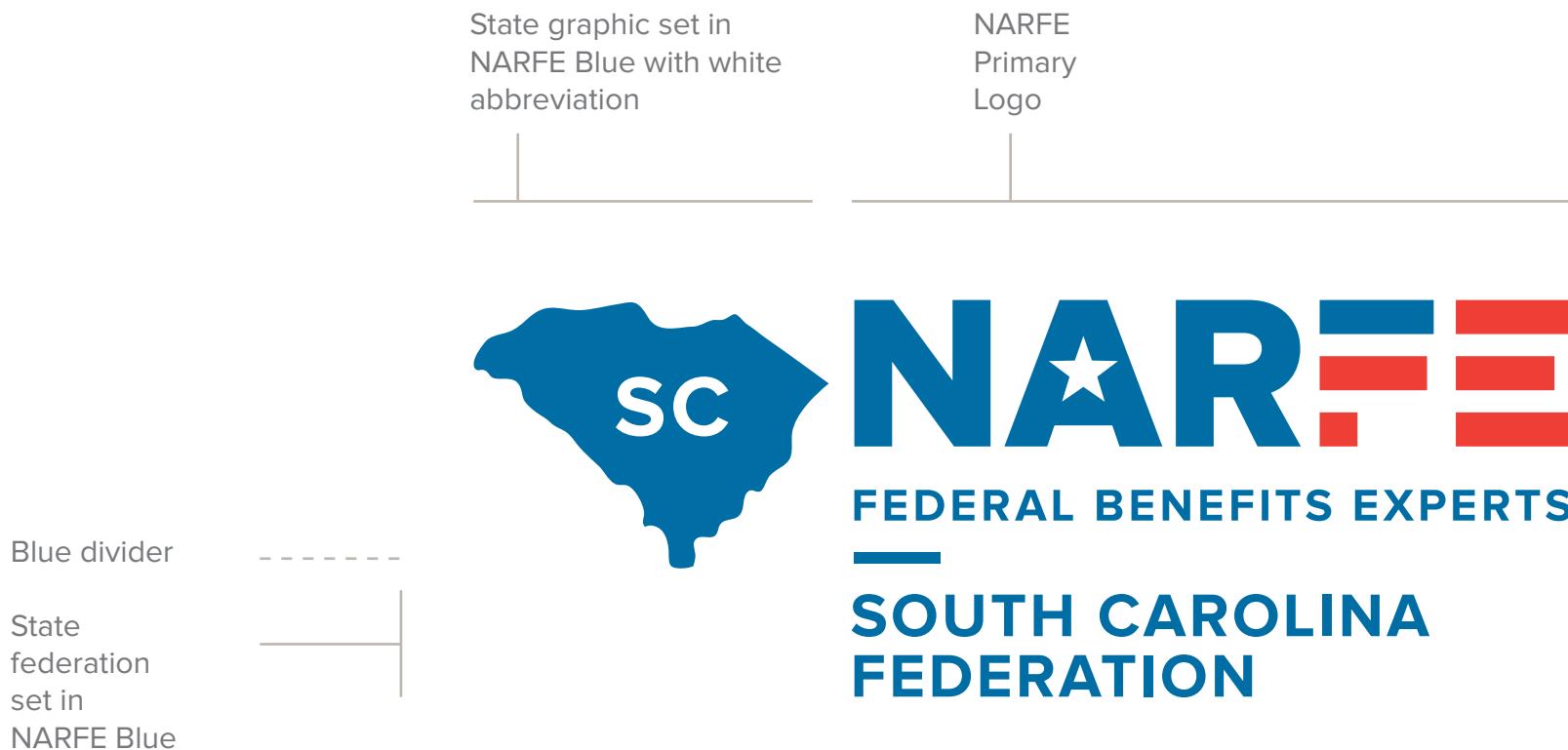
NARFE Primary Logo

Red divider

Location, state, and chapter number set in NARFE Red



Federation Logo



Logo – Do Not



Do not change logo color. The logo may only appear in either of the designated year primary colors, black, or white.



Do not add elements to the logo.



Do not stretch, squeeze or distort the logo proportions.



Do not add filters such as drop shadows to the logo.



Do not place the logo over high-contrast or complex images.



Do not place the logo over high-contrast or complex patterns.



Do not move elements around within the logo.



Do not place the logo in geometric shapes except for circles, squares or rectangles.

— Visual Identity



Typography

For use in all NARFE branded material and correspondence.

Primary

Use Proxima Nova whenever possible for headlines and short body copy. Merriweather should be used for longer body text.

Sans Serif

Proxima Nova
Proxima Nova
Proxima Nova
Proxima Nova



Download:
dafontfree.co/proxima-nova-font-free-download

Serif

Merriweather
Merriweather
Merriweather
Merriweather



Download:
fonts.google.com/specimen/Merriweather

Secondary & Web

Montserrat is an open source font available from Google. It is web-friendly and can also be used in place of Proxima Nova for print applications if the primary font is unavailable.

Montserrat
Montserrat
Montserrat
Montserrat



Download:
fonts.google.com/specimen/Montserrat

Georgia
Georgia

Fallback

When the primary and secondary fonts are not available, as in some email applications, Helvetica and Georgia should be used.

Helvetica
Helvetica

Georgia
Georgia

Color Palette

NARFE Primary Colors



**NARFE
Blue**

PMS 301
cmyk 100 30 2 24
rgb 0 110 164
hex 006ea5



**NARFE
Red**

PMS 032
cmyk 0 90 85 0
rgb 239 65 54
hex ef4036

Secondary Colors

Use secondary colors to broaden the look of NARFE communications as shown in the Collateral section (p. 24) of this document.



cmyk
100 60 15 25
rgb
0 80 128



cmyk
60 10 0 0
rgb
83 183 232



cmyk
60 6 85 0
rgb
114 182 91



cmyk
4 28 100 0
rgb
243 185 26

Neutrals

Use neutrals for text and for backgrounds as shown on the Email Banners (p. 29) in this document.



cmyk
0 0 0 100
rgb
0 0 0



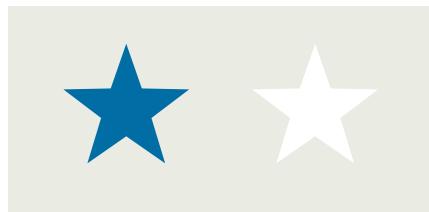
cmyk
26 24 28 0
rgb
191 183 175



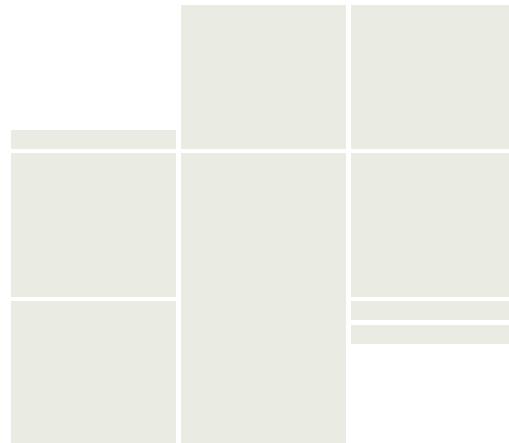
cmyk
5 2 8 3
rgb
231 233 224

Graphic Elements

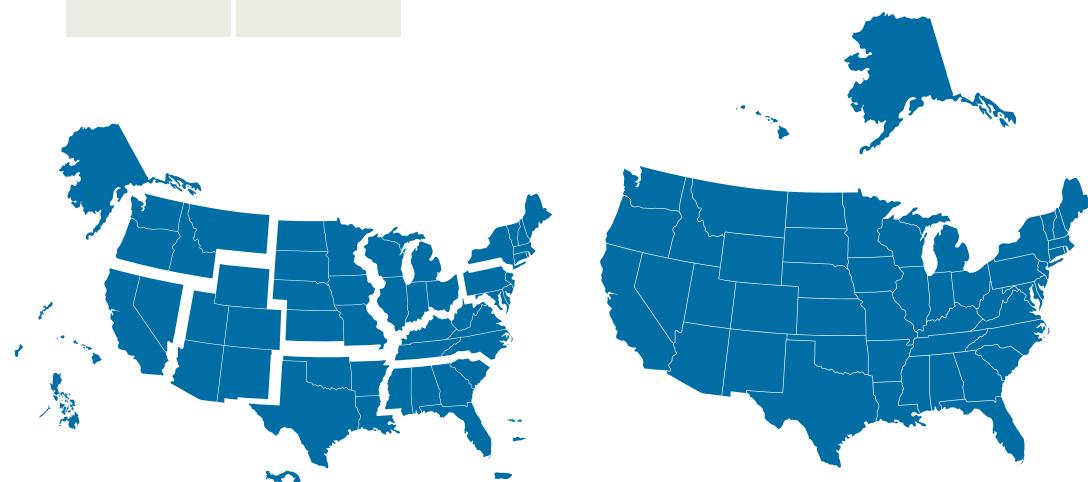
Stars can be used as small accent pieces, not large featured items. **Blue or white only, no red stars.**



A flexible grid should be used when working with multiple images.



Dividers are used to separate content and introduce important concepts.



Regional and state maps should be rendered in single colors to maintain clarity.

Imagery

Use images to enliven NARFE communication. Photos should be engaging, diverse and patriotic.

Patriotic, government-related images are to be balanced with photos of people doing federal work and the American landscape.

Variety

The vast range of federal occupations should be alluded to with images showing a variety of subjects such as the environment, supply chain monitoring, travel safety, food inspection, etc. Office work is ok, too, but should not be overdone.

Setting

A mix of urban, rural and suburban landscapes should be incorporated.

When dealing with stock photography, use suggestive imagery rather than literal. An airport shows better than the TSA screening line. ▾

When sourcing images, all applicable copyright laws must be followed.



A photograph of two construction workers in high-visibility orange jackets and hard hats standing in shallow water. They are looking up at a large, textured concrete wall. One worker is pointing upwards towards the wall.

Collateral

Letterhead and Envelope

In Microsoft Word, set the left and right margins of the letter to 1 inch, the top margin 2 inches, and the bottom margin 1.5 inches.

Use the serif typeface Merriweather or Georgia, regular weight, at a legible size for the text.

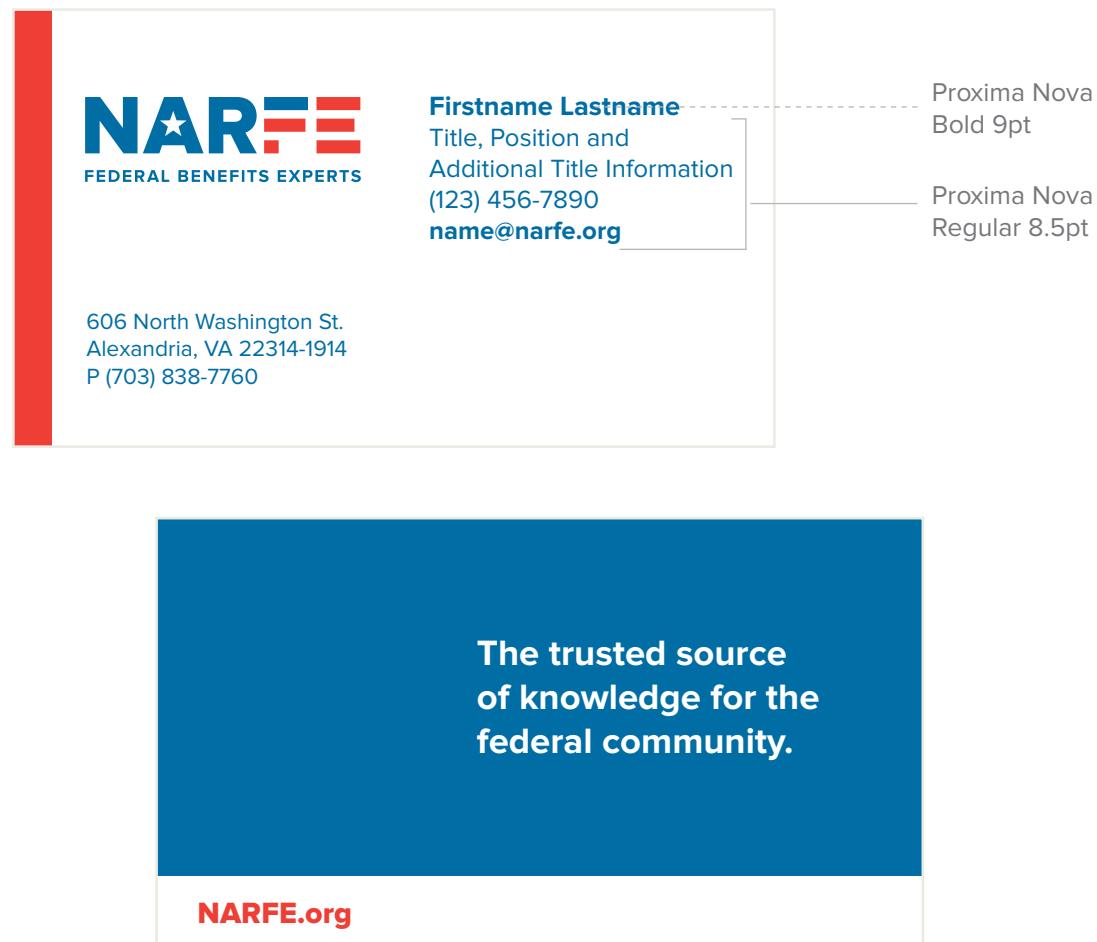


Business Card

Print the business card with spot PMS colors when possible to ensure proper NARFE color reproduction.

NARFE Blue
PMS 301
cmyk 100 30 2 24

NARFE Red
PMS 032
cmyk 0 90 85 0



Email Signature

Use NARFE Blue and Red to set the email signature with Helvetica typeface.

NARFE Blue
rgb 0 110 164
hex 006ea5

NARFE Red
rgb 239 65 54
hex ef4036

Greetings,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet magna nec nisi pellentesque viverra et at elit. Ut euismod luctus lorem, et aliquam sem malesuada et. Integer mattis massa sem, at commodo sem molestie in. Maecenas ut turpis sed sapien euismod viverra vitae et elit. Proin eros enim, placerat eu diam iaculis, dignissim sollicitudin magna. In vitae nisl ut metus lacinia venenatis ut eget sem. Etiam vel faucibus nulla, vel lacinia nisi. Suspendisse potenti. Sed mollis rhoncus leo eget malesuada. Proin gravida urna at lorem lacinia varius. Fusce pulvinar diam quam, eget ornare eros elementum quis. Nam tempor dictum pulvinar. Ut eget porta dui.

Thank you,

Helvetica Bold 12pt

Firstname Lastname

Title

name@narfe.org

(123) 456-7890

Helvetica Regular 11pt

Firstname Lastname

NARFE Primary Logo



Helvetica Regular 11pt

606 North Washington St.

Alexandria, VA 22314-1914

(703) 838-7760

Helvetica Bold 11pt

NARFE.org

PowerPoint

The PowerPoint template features a title slide, basic slide and separator. Use the basic slide to convey messages and images.



Sample PowerPoint Title Here

The only organization dedicated solely to the general welfare of all federal workers and retirees.

Sample PowerPoint Title Here



The only organization dedicated solely to the general welfare of all federal workers and retirees.

Email Banners

The primary NARFE logo is placed in the upper left corner for all email banners except the two events (LEGcon and FEDcon). Categories (Regions, Chapters, etc.) are listed above the Email Type (Officer News, Chapter News, etc.). A subtle background graphic may be used but is not required.

Category (Audience)

Email Type



Email Layout

Emails should feature a branded banner image above either a single message or list of items.

Each email should have a call to action (button or link).

Listed items should be short snippets with links to full-length web articles. List item titles can be used as links rather than “read more.”

Use Dividers to separate content.

The email template features a header section with the NARFE logo and the text "FEDERATIONS Federation News". Below this is a map of the United States. A news article is shown with the date "Month 00, 2019" and a snippet of text. Another news article follows with the title "Complete Trump budget released, calls for pay freeze" and a snippet of text. A third news article is partially visible with the title "Did you miss the 'Social Security: A Key Ingredient in Your Retirement' webinar?" and a snippet of text. A horizontal divider with two stars is positioned between the second and third news articles.

Not a member yet?

[Join NARFE!](#)

And get exclusive access to all NARFE programs and upcoming webinars.

SPONSORED CONTENT

Promoted by Aetna



- Compare Aetna Direct rates and benefits to other federal plans.
- Hear what federal retirees are saying about the Aetna Direct SM plan.
- Get answers to your questions with live chat or a 1-1 consultation
- Learn about your retiree health benefits options- 17 minute video.
- Check out our low premiums, comprehensive benefits and nationwide coverage.
- Advertisement Advertisement Advertisement Advertisement

NARFE Photo Contest submissions due by April 8

NARFE

The 2019 NARFE Photo Contest deadline is near. All NARFE members are eligible to submit photos their photos for NARFE's 2020 calendar. This year's theme is "Living in the U.S.A." Each member is limited to five photos. Photos will be selected and winners notified by the end of June 2019. Entries for NARFE's 2019 Photo Contest must be received at NARFE Headquarters by April 8, 2019.

Federal Benefits Question Of The Week

Medicare Part C or Medicare Advantage Plan

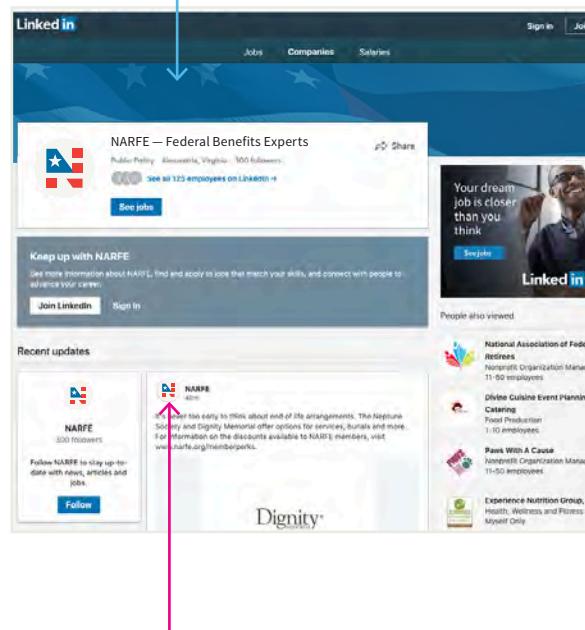
NARFE

Question: Is there a difference between Medicare Part C and a Medicare Advantage Plan?

Answer: They refer to the same thing. A Medicare Advantage Plan is often referred to as Medicare Part C. It covers all services under Medicare Part A and Medicare Part B and usually offers additional benefits. You can get a Medicare Part C/Medicare Advantage Plan through private organizations. If you are enrolled in this plan, most Medicare services are covered through the plan but are not paid under original Medicare.

Social Media

Most Social Media properties require a logo or “avatar” and a banner image. Due to the small size of logos on social media posts, the avatar/monogram NARFE logo works best in that position.



Banner Image

Social Media Post Avatar

Social Media Chapters & Federations



Print Newsletters

Use the serif typeface
Merriweather at 24-34 point
for headlines.

Set left and right margins at
1 inch.

The image shows two versions of NARFE newsletters. The top version is titled 'INSIDER' and the bottom version is titled 'NEWS'. Both newsletters feature a serif font for their titles and headlines. The 'INSIDER' version includes a sidebar for 'Chapter Newsletter Tagline Position and Text'.

INSIDER

NARFE FEDERAL BENEFITS EXPERTS

Volume 7, Number 2

In this issue

- 1 Aenean imperdiet tristique malesuada
- 2 Etiam elit justo, dignissim a sapien non, porttitor porta nunc
- 3 Etiam tempor massa in bibendum mattis
- 4 Sed consequat mauris et metus pellentesque, in sodales orci auctor
- 5 Vestibulum volutpat pretium ornare. Duis consequat velit ac finibus auctor
- 6 Etiam elit justo, dignissim a sapien non, porttitor porta nunc
- 7 Suspendisse nec metus id eros semper euismod eu sed purus

March 2019

NEWS

NARFE FEDERAL BENEFITS EXPERTS

GREATER HARTFORD CHAPTER 2014

Volume 7, Number 2

In this issue

- 1 Aenean imperdiet tristique malesuada
- 2 Etiam elit justo, dignissim a sapien non, porttitor porta nunc
- 3 Etiam tempor massa in bibendum mattis
- 4 Sed consequat mauris et metus pellentesque, in sodales orci auctor
- 5 Vestibulum volutpat pretium ornare. Duis consequat velit ac finibus auctor
- 6 Etiam elit justo, dignissim a sapien non, porttitor porta nunc
- 7 Suspendisse nec metus id eros semper euismod eu sed purus

March 2019

Chapter Newsletter Tagline Position and Text

By Barbara Sido, Executive Director

A Voice for Members, Resources for Media

Image Position

Image caption text style here.

Image Position

Image Position

Image Position

The image shows a template for the 'INSIDER' newsletter. It features a header with the NARFE logo and the word 'INSIDER' in large letters, followed by 'Bimonthly News for NARFE Leaders'. Below the header are sections for 'Volume 7, Number 2' and 'March 2019'. The main content area contains a list of articles with numbered titles and descriptions.

INSIDER

NARFE FEDERAL BENEFITS EXPERTS

Bimonthly News for NARFE Leaders

Volume 7, Number 2

March 2019

In this issue

- 1 Aenean imperdiet tristique malesuada
- 2 Etiam elit justo, dignissim a sapien non, porttitor porta nunc
- 3 Etiam tempor massa in bibendum mattis
- 4 Sed consequat mauris et metus pellentesque, in sodales orci auctor
- 5 Vestibulum volutpat pretium ornare. Duis consequat velit ac finibus auctor
- 6 Etiam elit justo, dignissim a sapien non, porttitor porta nunc
- 7 Suspendisse nec metus id eros semper euismod eu sed purus

The image shows a template for the 'Recruiting & Retention Journal'. It features a header with the NARFE logo and the title 'Recruiting & Retention Journal'. Below the header is a sub-header 'A publication for NARFE leaders to enhance recruitment, retention and pre-retirement members.' and the website 'NARFE.org'. The date 'March 2019' is also present.

Recruiting & Retention Journal

NARFE FEDERAL BENEFITS EXPERTS

A publication for NARFE leaders to enhance recruitment, retention and pre-retirement members.

NARFE.org

March 2019

Get Ready to Recruit!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet magna nec nisi pellentesque viverra et at elit. Ut euismod quam sem maleattis massa sem, at estie in. Maecenas euismod viverra eros enim, placerat dignissim sollicitudin dul ut metus lacinat sem. Etiam vel lacinia nisi. Sused gravida rhoncus . Proin gravida urna at lorem lacinia varius. Fusce pulvinar diam quam, eget ornare eros elementum quis. Nam tempor dictum pulvinar. Ut eget porta dui. Etiam eu metus accumsan lectus mattis imperdiet gravida in metus. Duis dignissim molestie vestibulum.

Sed eu gravida nisi. Quisque commodo iaculis libero sed efficitur. Phasellus a sapien vitae nibh gravida ullamcorper. Nullam mattis quis odio ut pulvinar. Nam purus est, maximus a hendrerit tristique porta a est. Praesent tincidunt in massa non efficitur. Phasellus vitae eleifend mi.

Duis auctor feugiat urna in sodales. Nullam pretium elit elit, quis sollicitudin arcu volutpat et. Aenean vitae diam condimentum, dapibus orci vel, dictum nisi. Curabitur vitae vehicula ipsum. Duis ut sem quam. Quisque faucibus neque purus, id convallis dui vulputate sed. Integer lorem lacus, pulvinar eu diam eget, ornare condimentum purus. Suspendisse fringilla tortor eget odio interdum ullamcorper. Nulla pharetra mi id nibh commodo iaculis.

Curabitur suscipit lacus eget neque sagittis viverra. Mauris suscipit orci quis tincidunt malesuada. Duis elit justo, malesuada id cursus id, maximus non odio. Quisque gravida pulvinar neque, non faucibus ante condimentum id. Phasellus enim turpis, tristique a blandit eu, volutpat nec mi. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Donec et turpis rhoncus, ultrices leo non, gravida leo. Maecenas id massa quis sem rutrum bibendum.

Maecenas dapibus pellentesque mauris vitae tincidunt. Suspendisse id sem facilisis, laoreet erat vitae, malesuada sem. Sed pulvinar ut mauris consequat bibendum. Phasellus ante augue, dapibus ac est nec, vulputate pharetra massa. Donec mollis arcu sit amet tortor pellentesque sollicitudin. Interdum et malesuada fames ac ante ipsum primis in faucibus. Vestibulum id arcu condimentum, venenatis nibh a, sagittis metus. Integer euismod est aliquet, aliquam tortor nec, consectetur ipsum. Duis nec metus

Manuals and Handbooks

Use compelling imagery for manual and handbook covers.



Membership Marketing Manual

A How-To Guide
for Recruiting
NARFE Members

NARFE.org



Public Relations Handbook

For NARFE
Chapters and
Federations

NARFE.org

White Papers

White Papers should have a small strip of NARFE branding along the bottom of the cover. Repurposed magazine articles will use the original magazine art.

Title and graphic should be clean and conceptually interesting.

Retirement Planning
Recommendations
from NARFE



**FAQs About
Your Federal
Benefits**

NARFE
FEDERAL BENEFITS EXPERTS

A White Paper Published by NARFE

NARFE.org

Retirement Planning
Recommendations
from NARFE



**The 10 Most
Costly Retirement
Mistakes**

Federal Employees Can Make

NARFE
FEDERAL BENEFITS EXPERTS

A White Paper Published by NARFE

NARFE.org

Reports and Fact Sheets

Try to group these into families and maintain a simple, consistent header for each family.

Use the serif typeface Merriweather for headlines and body text. Use a sans-serif typeface (see page 20 in this manual) for charts, tables and figures.

Make headlines 24-34 point size to clearly indicate topics.

FACT SHEET
Alabama's Federal Family

Graphic, Chart, Table

ISSUE BRIEF
NARFE Opposition to the Chained CPI

Graphic, Chart, Table

Sed eu gravida nisi
Quisque commodo iaculis libero sed efficitur. Phasellus a sapien vitae nibh gravida ullamcorper. Nullam mattis quis odio ut pulvinar. Nam purus est, maximus a hendrerit tristique, porta ac est. Praesent tincidunt in massa non efficitur. Phasellus vitae eleifend mi.

Duis auctor feugiat urna in sodales. Nam pretium elit quis sollicitudin volutpat et. Vitae dictum dicitur vivitur sum. Duis.

NARFE
FEDERAL BENEFITS EXPERTS

NARFE's Advocacy Program for the 116th Congress (2019-2020)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet magna nec nisi pellentesque viverra et at elit. Ut euismod luctus lorem, et aliquam sem malesuada et. Integer mattis massa sem, at commodo sem molestie in. Maecenas ut turpis sed sapien euismod viverra vitae et elit. Proin eros enim, placerat eu diam iaculis, dignissim sollicitudin magna. In vitae nisl ut metus lacinia venenatis ut eget sem. Etiam vel faucibus nulla, vel lacinia nisi. Suspendisse potenti. Sed mollis rhoncus leo eget malesuada. Proin gravida urna at lorem lacinia varius. Fusce pulvinar diam quam, eget ornare eros elementum quis. Nam tempor dictum pulvinar. Ut eget porta dui. Etiam eu metus accumsan lectus mattis imperdiet gravida in metus. Duis dignissim molestie vestibulum.

Sed eu gravida nisi
Quisque commodo iaculis libero sed efficitur. Phasellus a sapien vitae nibh gravida ullamcorper. Nullam mattis quis odio ut pulvinar. Nam purus est, maximus a hendrerit tristique, porta ac est. Praesent tincidunt in massa non efficitur. Phasellus vitae eleifend mi.

Duis auctor feugiat urna in sodales. Nam pretium elit quis sollicitudin volutpat et. Vitae dictum dicitur vivitur sum. Duis.

NARFE
FEDERAL BENEFITS EXPERTS

Advocacy Activities at the Leadership Level

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet magna nec nisi pellentesque viverra et at elit. Ut euismod luctus lorem, et aliquam sem malesuada et. Integer mattis massa sem, at commodo sem molestie in. Maecenas ut turpis sed sapien euismod viverra vitae et elit. Proin eros enim, placerat eu diam iaculis, dignissim sollicitudin magna. In vitae nisl ut metus lacinia venenatis ut eget sem. Etiam vel faucibus nulla, vel lacinia nisi. Suspendisse potenti. Sed mollis rhoncus leo eget malesuada. Proin gravida urna at lorem lacinia varius. Fusce pulvinar diam quam, eget ornare eros elementum quis. Nam tempor dictum pulvinar. Ut eget porta dui. Etiam eu metus accumsan lectus mattis imperdiet gravida in metus. Duis dignissim molestie vestibulum.

Sed eu gravida nisi
Quisque commodo iaculis libero sed efficitur. Phasellus a sapien vitae nibh gravida ullamcorper. Nullam mattis quis odio ut pulvinar. Nam purus est, maximus a hendrerit tristique, porta ac est. Praesent tincidunt in massa non efficitur. Phasellus vitae eleifend mi.

Duis auctor feugiat urna in sodales. Nam pretium elit quis sollicitudin volutpat et. Vitae dictum dicitur vivitur sum. Duis.

FEDERAL BENEFITS INSTITUTE

Helping You Take Charge of Your Benefits NARFE.org/institute

Facts for FEDs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet magna nec nisi pellentesque viverra et at elit. Ut euismod luctus lorem, et aliquam sem malesuada et. Integer mattis massa sem, at commodo sem molestie in. Maecenas ut turpis sed sapien euismod viverra vitae et elit. Proin eros enim, placerat eu diam iaculis, dignissim sollicitudin magna. In vitae nisl ut metus lacinia venenatis ut eget sem. Etiam vel faucibus nulla, vel lacinia nisi. Suspendisse potenti. Sed mollis rhoncus leo eget malesuada. Proin gravida urna at lorem lacinia varius. Fusce pulvinar diam quam, eget ornare eros elementum quis. Nam tempor dictum pulvinar. Ut eget porta dui. Etiam eu metus accumsan lectus mattis imperdiet gravida in metus. Duis dignissim molestie vestibulum.



Please contact the
NARFE Communications
Department at
narfebrand@narfe.org
with any questions.

Thank you!