



# NPA Branding Manual



*“Branding should convey who we are and what we stand for...our corporate footprint.”*

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# Introduction

An effective corporate branding program expresses not only a corporate identity, but also projects a company's character, its products and services and everything it stands for. A company's brand, be it good or bad, sometimes becomes the company. In order for us to be consistent in the use and promotion of the NPA brand, we have developed this manual which we hope will serve as both a guideline and as a catalyst for all NPA members to become more cognizant of our branding efforts. Working together, we can implement an ongoing program which can build credibility with our clients and candidates alike, easily distinguishing us from our competition.

This manual was prepared to help us get started with the process of branding. As we progress, this program will be revised and expanded to create even more brand awareness. Building a brand takes time and money, but by implementing the basics we will be on our way to having the best brand identification in the business. Also found in the NPA Communication Standards Manual, we have included some information about our logo and its proper usage, as well as branding information for stationery, business cards, Web sites, etc.

*NPA members are encouraged to include the NPA identity on all their firm's documents and electronic presentations. Because there are 350+ members authorized to use the NPA corporate identity, brand consistency is crucial to the development of a good brand. Using it properly and professionally is paramount to our branding efforts. The legal trademark does not permit any changes or modifications to the design.*

If you have any questions or suggestions regarding the use of our logo, or other branding material, please contact a member of the NPA staff for clarification.

A special thanks to the branding committee (Emery Zobro, Jim Fairfax and Nancy Neumann) for assisting with this project.

## What is branding?

Branding has been around for centuries as a means to distinguish the goods and services of one producer from those of another. In fact the word “brand” is derived from a word which means to “burn.” This literal definition was and still is the method used by livestock owners to mark their cattle for identification.

According to the American Marketing Association, a brand is a name, a term, a sign, a symbol, or design (logo) or a combination of the above intended to identify or distinguish the goods and services of one seller from those of the competition.

Branding can also be compared to a nation’s flag or standard. It should include corporate identity (name & logo), convey a clear corporate image and include a motto or identifying saying. Branding should convey who we are and what we stand for....our corporate footprint.



## Logo formats and usage

NPA logos are available in EPS, GIF, JPEG, or TIFF formats depending on the medium being used. All formats are available in both one color (black) and two colors (official NPA colors: PMS 286 blue and black).

- Use EPS or TIFF files for printed materials including letterhead, business cards, brochures, advertising, etc.
- Use JPEG or GIF files for electronic media including Web site, email signatures, electronic documents, etc.

The opening of these files may require special design or illustration software (for example Adobe® Illustrator® or Adobe® Photoshop®) not commonly owned by an NPA member. Simply forward the electronic files to your commercial printer, Web designer, or advertising agency, who will have the appropriate software to open and resize the files.

The electronic files will work on either Windows® or Macintosh® platforms.

# Graphic identity/logo

## About the Logo

The logo consists of four elements: a graphic symbol (globe), a logotype (letters NPA), a horizontal bar, and a slogan. (The horizontal bar and slogan may or may not be used in specific situations set forth—see *Acceptable Configurations/Modifications*, p. 7.)

NPA's graphic identity is a registered collective service mark in the United States, Canada, and Australia (pending). **In order to comply with the legal registration, besides resizing, no other modifications are permitted.**

## Acceptable Usage

Figure 1 illustrates the acceptable symbol/logotype/slogan arrangements. The symbol must always be used with the NPA logotype unless specifically approved as a design element by the Communications Department. **No additional embellishments or ornamentations are permitted in its use. It must be reproduced from authorized reproduction sheets or electronic files and cannot be redrawn, reproportioned or modified in any way.**

- **Location**

On printed material, the logo is often placed at the top of a page, on the top or bottom of a brochure front panel, or on the bottom of a brochure back panel. If the logo is not used, the company name should appear using the proper font specifications. For questions on usage in electronic media (web), please consult with the communications department.

- **Angle of Reproduction**

The logo must always appear on a horizontal plane. It may not appear at any other angle or vertically.

- **Minimum Size**

It is best to select the logo's exact size from the reproduction sheets and electronic files rather than trying to enlarge or reduce it on your own. The logo must never appear in a size smaller than 1/2" high, as shown in Figure 2. If resizing, please be sure to maintain the original proportions.

(Figure 1)



(Figure 2)



## Graphic identity/logo

(Figure 3) Appropriate usage



Tinted backgrounds with logo overprint should be 40 percent value or less.



The logo may be reversed from a background color when the background color provides sufficient contrast.



Tinted backgrounds with the logo in reverse should be 50 percent value or more.

(Figure 4) Inappropriate usage



Do not place the logo on a background that provides insufficient contrast.



Do not reverse the logo out of a background that provides insufficient contrast.



Do not overprint the logo on any background that would diminish the logo's legibility.



Do not reproduce the logo using a screen.



Do not enclose the logo in color shape or rule which could be interpreted as part of the logo.



Do not add a design element such as this drop shadow, which alters the logo in any way.

### • Tinted Backgrounds

If using the logo printed over a tinted background, the background must be light enough for sufficient contrast. These tinted backgrounds should be of 40% value or less.

Figure 3 gives examples of appropriate background usage.

### • Reversed logo

If using the logo reversed from a background, the background must dark enough to allow for sufficient contrast. These backgrounds should be of 50% value or more.

### • Inappropriate Use

Figure 4 gives examples of unacceptable logo use.

## Acceptable Configurations/Modifications

- **Main logo**

**Figure 5** shows the main logo configuration using the symbol and logotype without the slogan. Use this configuration when the slogan is too small to be legible.

(Figure 5)



- **Logo with “The Worldwide Recruiting Network” slogan**

**Figure 6** shows the logo configuration using the slogan: “The Worldwide Recruiting Network.” This configuration is used for most applications.

(Figure 6)



- **Logo with various SpecialtyNet identifications**

**Figure 7** shows the logo with the appropriate location for SpecialtyNet designation.

(Figure 7)



## Color reproduction

- **Official colors**

The official NPA colors are PMS 286 blue, and black. (PMS stands for Pantone Matching System, a printing industry standard for classifying ink colors). Because ink colors appear slightly different when printing on a coated paper, it is also acceptable to use PMS 293 blue, to give the appearance of “NPA blue” on coated stock.

- **Appropriate color combinations**

**Figure 8** shows the appropriate color combinations for a two-color logo and a one color or black logo. Only PMS 286 blue and black are used in the two-color logo. The logo may only be reproduced in blue and black as a two color combination. If colors other than blue or black are used, then the darkest color may be used for a solid color for the entire logo. For any questions on appropriate color reproduction, please contact the communications department.

(Figure 8)



## How and when should we incorporate branding?

All of us should strive to incorporate the NPA brand into our own corporate brand and logo. For most of us, this will be a “sub-branding” or “co-branding” effort. In other words, your company brand or logo should be the most prominent in any type of ad, letterhead, Web site, email or any other form of promotion. However, in order to promote your network, we suggest that you also include the NPA brand and logo next to or at the bottom of your promotional material.

As members of NPA, we should all increase our efforts to brand NPA in the following areas whenever we can.

### Advertising

Whenever you purchase advertising, be it promotional material for the local high school, newspaper or civic club, take the initiative to add the NPA logo to your advertisement. Likewise, when you advertise for candidates, whenever possible include the NPA logo or a statement that you are members of NPA—The Worldwide Recruiting Network. You may even consider listing a link to the NPA Web site. Consider putting the NPA logo in your yellow pages ads, newspaper and trade journal ads.

### Email and communications

Many NPA members have already taken the initiative to add both the NPA logo and a statement or “tag line” regarding NPA in the signature section of their email. Although not a requirement, we would like to standardize the tag lines if possible and ask that you try to pick from one of the samples listed below. Likewise, some have begun to use HTML in their email showing the NPA logo as a “watermark” adding some color and a more professional look to their email. The watermark is available from the NPA Administrative Office. In addition, you may want to consider mentioning NPA in your voice mail greeting. Eventually all of your clients and many of your candidates will hear the message. The more we can do to brand our network, the more each of us will benefit.



## Sample email and communications

Partner offices throughout the U.S., Canada, Australia, Japan, China, Hong Kong, Singapore, S. Korea, U.K. and Eastern Europe.



The Worldwide Recruiting Network with over 350 affiliated offices in Canada, USA, Europe, Asia and Australia.

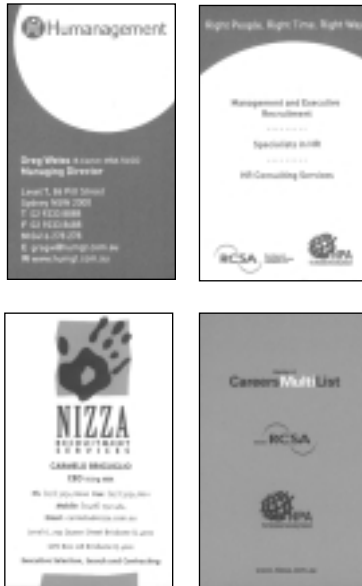


When you work with ABC Recruiting, you are working with over 350 partner offices around the world.



## Stationery and business cards

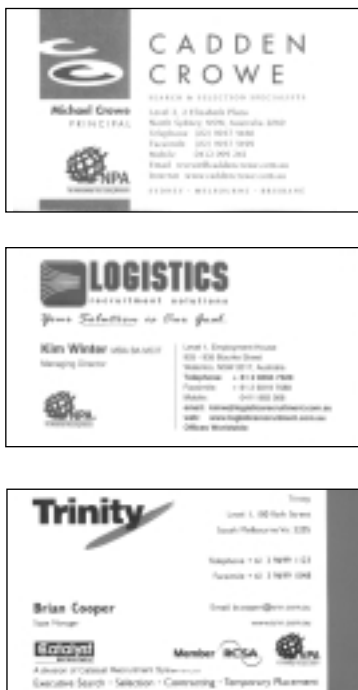
### Sample Business Cards - front and back



You may have already seen the NPA logo on the stationery and business cards of many NPA members. In order to help us brand your network, we highly recommend that you put the NPA logo on your stationery and business cards. When you decide to incorporate the logo, you will want to make sure you have the correct logo, the correct color, and use the correct shading and graphics. The proper use of the NPA logo is explained on pages 5-7 of this manual. It can be emailed to you from an NPA staff member. Samples of the correct usage of the NPA logo on stationery and business cards can be seen in the margin.

PLEASE NOTE: If you have the incorrect NPA logo on your business cards, stationery or Web site, please make sure you have the correct logo when you reprint cards and stationery. Web sites can and should be changed as soon as possible.

### Sample Business Cards - front



## Web sites

Many members have Web sites which attract both candidates and clients alike. This is a perfect place to show the NPA logo along with a link to the new NPA marketing Web site which is currently being developed. If you provide the NPA logo to your Web developer, a link can easily be added directing candidates and clients to the new NPA site. More to come on this later. Below are a few samples of how members have used the NPA logo on their Web sites.

### Sample Web sites:



## Sample Web sites



## Sample Web sites



## Articles and newsletters

Many NPA members are asked to participate as directors on various boards, professional and civic organizations. Likewise, many are asked to contribute various articles to trade publications, newsletters and journals. Whenever possible, mentioning NPA or including the NPA logo in your article or newsletter will go a long way to help brand your network.

## Public appearances

On occasion, you may be asked to speak at your local college, high school, civic club or professional organization. This is another opportunity to assist in the branding of your network. If you have the opportunity to present any graphics in your presentation or in the written program provided by the organization, listing the NPA logo or stating the fact that you are a member of NPA—The Worldwide Recruiting Network, either in your comments or in your introduction, is one more way to help brand NPA.

## Connecting with clients, candidates and the world

Every member in our network is the branding department of NPA. We need to make the effort to use our brand every day. We have already talked about how we can use our brand. Now we need to examine when to use the NPA brand. The use of the NPA logo and brand should be evident from the above section. However, we should try to brand NPA every time we make contact with our:

- clients
- candidates
- the media
- suppliers
- the industry (other recruiters and organizations)
- potential members
- the public

Since each of us is the NPA branding manager, we need to be cognizant of opportunities that allow us to present our brand. In addition to the methods outlined above, we should also be aware of various Web sites which will allow us to list a link to the NPA marketing site which will be introduced very soon. We should take every opportunity to display the NPA logo, mention The Worldwide Recruiting Network and send the message of who we are and what we do.

If you have any ideas which would promote the NPA branding effort, please inform your area director or call a member of the NPA staff. NPA branding will help candidates and clients alike identify and internalize the network' values and the quality of our membership, thereby achieving a reputation as the network of choice and the recruiting firm of preference. 🌐



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Some images courtesy of [clipart.com](http://clipart.com).

