

National Real Estate Development Council
(NAREDCO)



Logo/ brand Guidelines

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Welcome to the National Real Estate Development Council (NAREDCO) logo/ brand guidelines, which are formulated to make us look consistently superb!

Need to follow them, as we create marketing materials, internal and external communications, to name a few.

Our design foundation

Our brand is more than just a logo. It is a design scheme made up of a number of core elements and guiding principles, which combine to create a distinctive look and feel that is immediately recognisable as a unique product.

This guide will help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

If unsure, just write to us: naredco@naredco.in





the logo





Logo Symbol

NAREDCO

Logo Type



Logo Symbol

NAREDCO
UTTAR PRADESH

Logo Type
with Chapter
Name

It is the most evident element of our distinctiveness – a universal signature across all NAREDCO communications. It’s a guarantee of quality that unites our diverse streams and also services.

We use the same version not only in print medium but also on screen or any other platform. It’s simple and easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

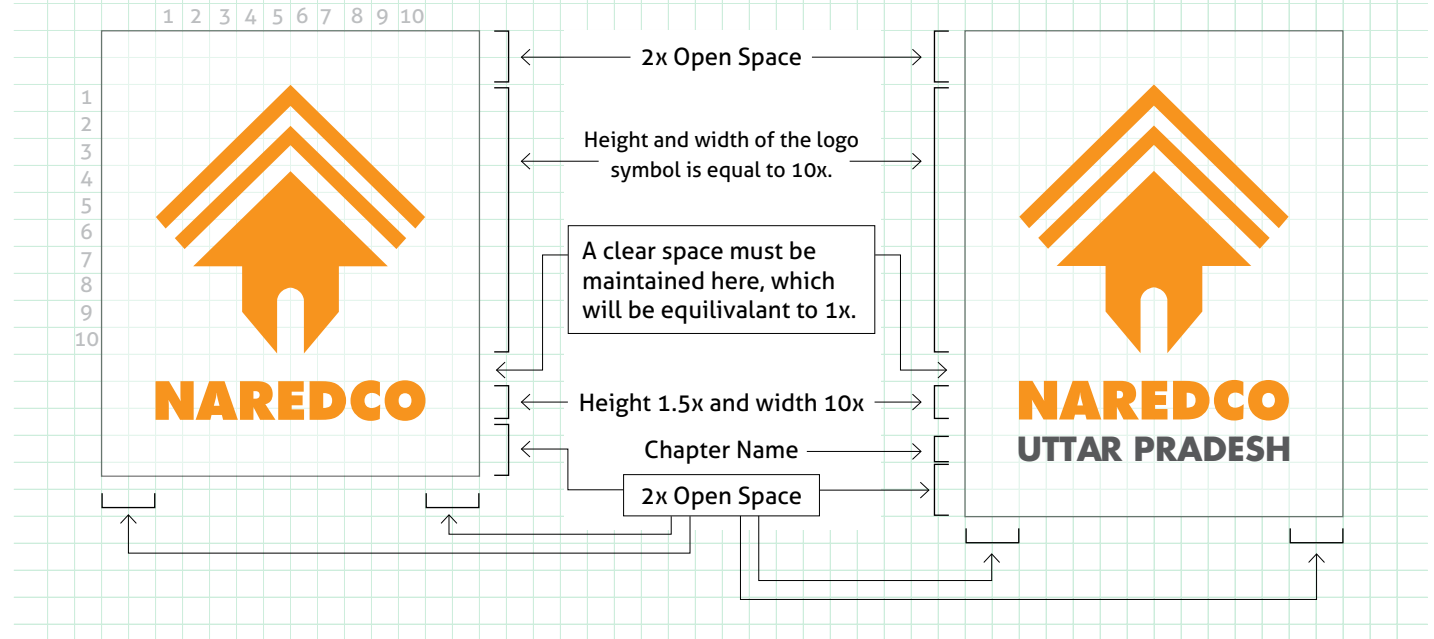
Our logo is a bold, unique, graphic statement. It also signifies a touchpoint, and a connection.

The logo is made up of two elements: the symbol and the logotype.

While it is a simple logo, we must treat it appropriately. The following pages detail the correct usage to ensure that the logo always looks at its best.

Our logo color combines the energy of red and the happiness of yellow. The color of adventure and social communication, radiates warmth and happiness.



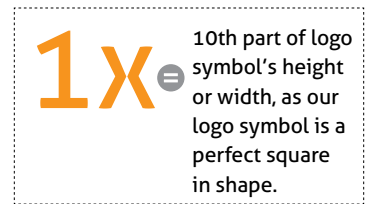


To ensure that our signature versions are clearly noticeable in all applications, in order to maximize the recognition and impact of our identity we surround them with sufficient clear space: free of type, graphics, clutter part of image or any other elements that might cause visual clutter.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logotype or full name is used, a clear space of 2x should be maintained from all four sides.

In any circumstances clear zone should not be cluttered.



In case of state or city chapter, this will appear with state or city name just below the logo type with a clear space of 0.5x from logo type.







National Real Estate Development Council

Under the Patronage of Ministry of Housing & Urban Poverty Alleviation
Government of India

NAREDCO National only may use the "Logo + under the patronage" format on its print and digital communications like advertisement, press releases, website, brochure, hoarding, backdrops, flyers, mailer, e-mailers etc.

Member Associations shall not use the Logo in this manner.





NAREDCO members whether member at Centre or State may use NAREDCO Logo in all their publicity and marketing communications.

This will help them to be recognised amongst their peer group.

Therefore, mentioning "Member of NAREDCO" will provide immense mileage.

Member of



NAREDCO





Color Logo



C : 0	R : 247
M : 50	G : 148
Y : 100	B : 30
K : 0	(For website usage)

Mono Color



C : 0	C : 0	In case of grey, it should be in dark shade.
M : 0	M : 0	
Y : 0	Y : 0	
K : 100	K : 80	

Reverse Print



In case of reverse printing clear zone should be maintained as per pre-defined guidelines.

Our brand color is orange (c0m50y100k0) but contrast is important—use a color logo on white backgrounds and a white logo on color backgrounds. Background color may be any color but logo color is not allowed to change to any other color.

In some cases, a full colour logo may not be practical or possible due to limitations in printing. For these instances we may use a grey version (made as a 80% tint of black) or a one-color black or white logo.

RGB color format will be used for website, mailer or other online collaterals.





Our logo may also be used on an image background with sufficient contrast. Use color or an all-grey logo for use on light coloured backgrounds, and an all-white version for dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.

Clear zone should be kept in mind here again, no element of image near logo should be bold enough to kill the significance of logo.





Don't put anything inside the 150% of logo area



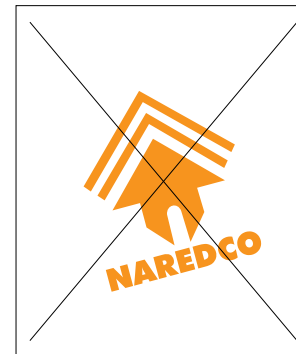
Chapter (state/ city name) should not look bigger than logo type.



Don't use any kind of effect like drop shadow, gradient fill etc.

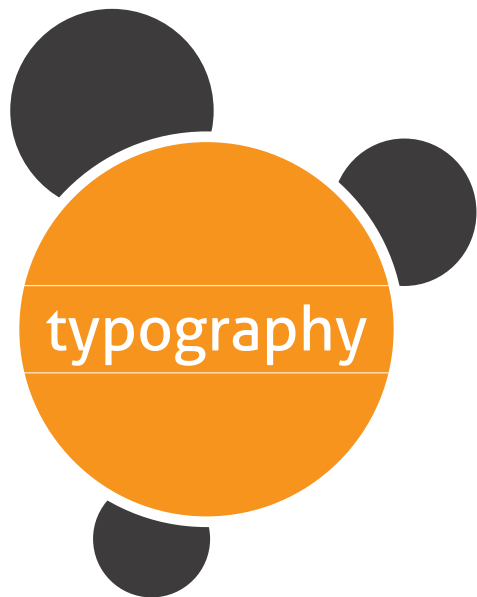


Don't try to use mix of color in any case.



Never use tilted logo, logo symbol or logo type.





A Friendly Face

Futura LT ExtraBold - Regular

FRIENDLY

Futura Lt BT - Light

ELEGANT

Futura Md BT - Bold

CLEAR

Futura LT Book - Regular

PRECISE

Futura Md BT - Medium

SIMPLE

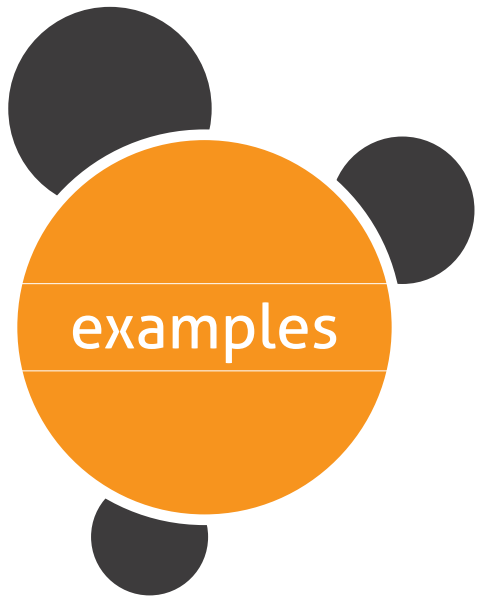
Futura LT Light - Light

GEOMETRIC

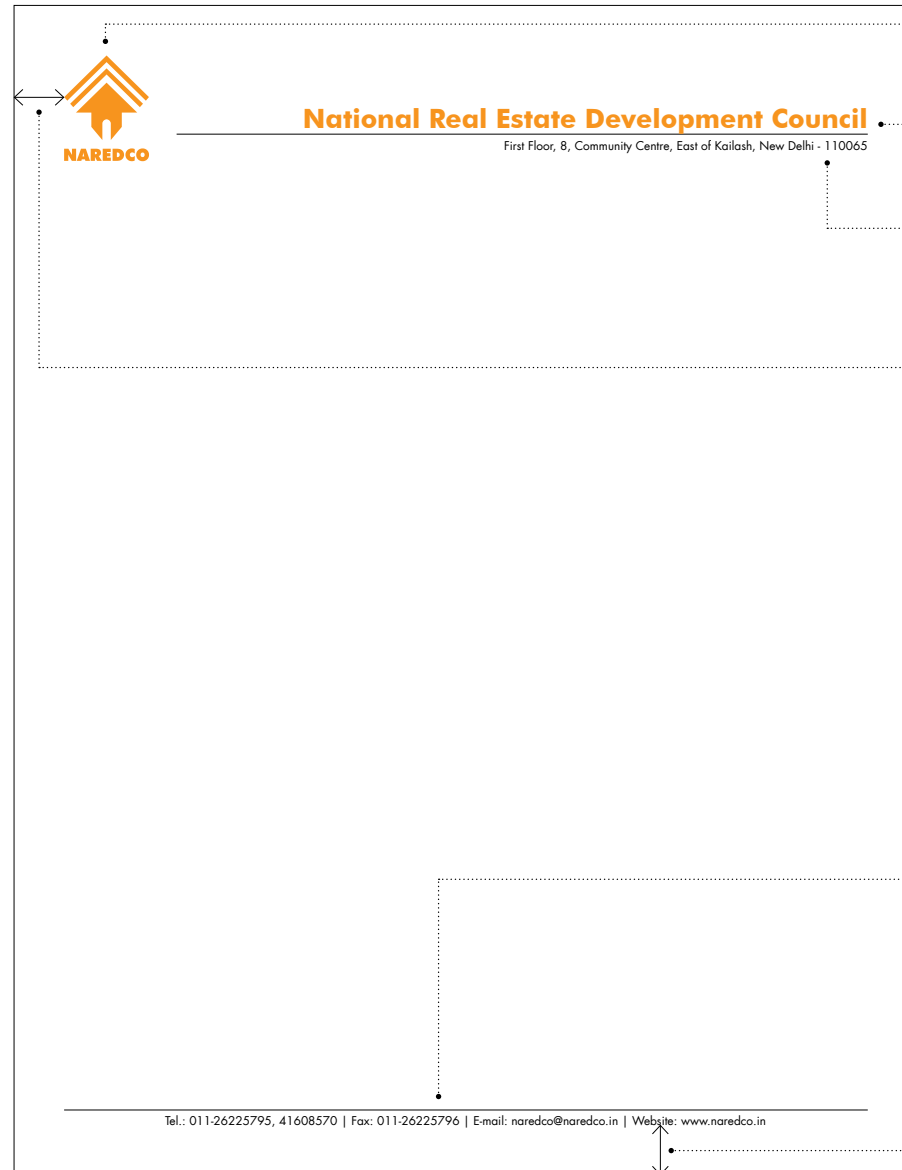
Futura is our typeface - friendly, simple clear elegant, precise and geometric. We can use it in multiple weights - like heavy, light, medium - as per our aesthetic need.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.





STATIONERY PRINT



NAREDCO logo

NAREDCO
Futura Md BT Bold (18pt)

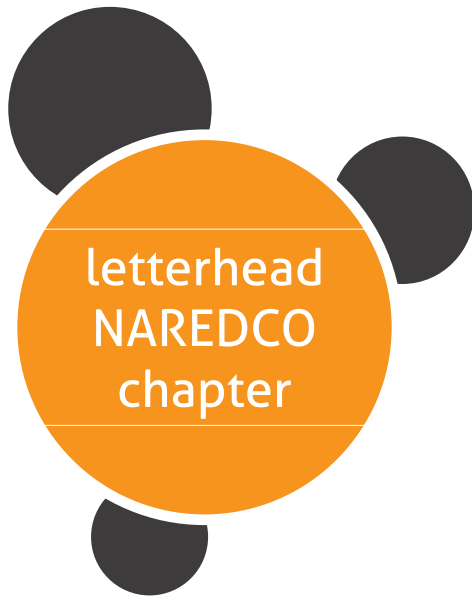
NAREDCO address
Futura LT Book Regular (8pt)

12 mm margin must be maintained from all four edges

Contact information of central body
Futura LT Book Regular (8pt)

12 mm margin





NAREDCO logo with chapter name

NAREDCO with Chapter Name
Futura Md BT Bold (18pt)

Chapter address and contact
Futura LT Book Regular (8pt)

12 mm margin must be maintained from all four edges (except bottom)

Affiliation with address and contact information of central body
Futura LT Book Regular (8pt)

8 mm margin





Membership No. _____
Date: 25-10-2014

Certificate of Membership

It is certified that M/s
is a member of NAREDCO.

The membership is for

Signature of Chairman Signature of President Signature of Secretary General

First Floor, 8 Community Centre, East of Kailash, New Delhi - 110065 | Tel.: +91-11-26225795, +91-11-41608570 | Fax: +91-11-26225796 | Email: naredco@naredco.in

NAREDCO national logo

20 mm margin from outer edges and 10 mm margin from inner edge of the border must be maintained from all sides.

Name of the Company

Year can be mentioned or we can write the Category of Membership or even 'For Lifetime'





NAREDCO national logo

NAREDCO chapter logo

20 mm margin from outer edges and 10 mm margin from inner edge of the border must be maintained from all sides.

Name of the Company

Name of Association

Year can be mentioned or we can write the Category of Membership or even 'For Lifetime'





Contact Person with designation
Name: Futura Md BT Bold (7pt)
Designation: Futura LT Book Regular (7pt)

NAREDCO logo

NAREDCO
Futura Md BT Bold (11pt)

Contact informations
Futura LT Book Regular (7pt)





We thank you for going through these guidelines. There by it means you share our belief not only in details but in quality as well. We know applying these principles will take both time and effort, but the stories,we share in all our communications will exceptional.

If you haveany additional questions/suggestions about our visual identity and its application in design, please feel free to reach us: naredco@naredco.in

Many thanks!





National Real Estate Development Council

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