

Using Your Chartered Member Logo

Required Minimum Use

If your organization produces these items, the chartered member logo must appear and be used correctly.

Letterhead

Business Cards (all)

Brochure (general information)

Web Site (home page)

Newsletter (printed & electronic)

Annual Report

Signage (home office)

Need Help?

brand@nw.org
or
member.nw.org/
marketing

(have your user name and password handy)

Version

The correct logo must always appear as provided by NeighborWorks America, in the highest resolution.



~~A NeighborWorks® Organization~~

~~NeighborWorks® AMERICA~~

Proportion

Do not distort the logo. When increasing or decreasing size, keep the logo proportionate.



Orientation

The chartered member logo must appear horizontally. Do not turn sideways or rotate.



Isolation

A designated "clear" area surrounding the logo (equal to the height of the "N" in "NeighborWorks") must be free of competing elements, such as type and other graphics.



Size

The chartered member logo should be legible at all times. Be careful when reducing to less than one inch in length. Only your organization's logo should appear larger than the chartered member logo.



Color

The chartered member logo must be printed or displayed only in an approved single color.

