



**National Association  
of Asian American  
Professionals**

## **Brand Guidelines**

Last edited July 3, 2020

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# Overview

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## **There are more than a million non-profit organizations in North America, and 25 national ones with the name “Asian” in the title.**

In a marketplace of competing products, services, and ideas, it is essential that NAAAP leaders and members communicate consistently and repeatedly what the organization stands for, what it is and is not, and its benefits to members and sponsors. Furthermore, as the number of NAAAP chapters and ventures grows, and their programs mature and diversify, NAAAP's brand and value must be reflected in programs, promotional materials, and our corporate identity. Please use with pride the NAAAP Brand Guidelines.

The Brand Guidelines have been overhauled in 2012. New webpages, new documents, new marketing collateral going forward should use or incorporate the new logo and fonts. Chapter and programs may select up to one accent color but icons, resizing, or different alignments are not permitted in order to present a uniform national brand. All chapters and programs should cease using the old na@ap logo and any derivation of it by August 1, 2012. Photos and documents created in the past showing the old logo, and rebroadcasts of archived materials using the old logo(s) will be permitted.

# About NAAAP

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## NAAAPs vision is to be the premier leadership organization for Asian and Pacific Islander professionals.

NAAAP is 501(c)(3) non-profit organization that cultivates, supports, and promotes Asian American leaders. NAAAP offers professional development opportunities on the local and national level, engages its membership in community service, and organizes professional networking events. Through NAAAP, members work together to enhance leadership in their careers and communities.

Founded in 1982, NAAAP turns 30 in 2012. It is the largest and fastest growing Asian American professional organization in North America, with a presence in more than 25 cities. NAAAP continues to provide its members with the tools and resources to further career advancements and empower all Asian Americans to become great leaders and high performing employees. NAAAP members include a diverse group of leaders and working professionals, with various levels of educational and professional backgrounds: corporate, small business, non-profit, academic, entertainment, and governmental.

NAAAP also helps employers maximize their diversity programs. NAAAP's Career Center allow companies and agencies to post openings to our membership as well as web visitors. Our programs feature best practices and speakers from corporate America, government, and academia.

### NAAAP'S MISSION

NAAAP inspires, cultivates and empowers Asian and Pacific Islander leaders for professional excellence to make meaningful impact in our workplace and community

### THE NAAAP BRAND IS...

- ✓ Positive, inspiring, influential, and unifying
- ✓ Fresh, energetic, progressive, and empowering
- ✓ Professional, organized
- ✓ Diverse, intergenerational, pan-Asian

# Branding Elements

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# Logo NAAAP Logotype

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## **NAAAP LOGOTYPE**

This is the NAAAP logotype. It consists of the NAAAP acronym and a signature locked below it.

The use of NAAAP's logotype and its supporting elements in accordance with these brand guidelines will promote a clear, consistent brand image.

# Logo Brand Typeface

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## TYPEFACE

The acronym is typeset using the font Bodoni MT. The signature is typeset using the font Helvetica Neue LT.

The logo has been designed with optimal sizing, spacing, and composition. Always use the supplied logo files. Never typeset the logo on your own.

# Logo Brand Color Palette

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## SYMBOLISM

The Red A in the center of the abbreviation of the organization's name, for "Asian" in our association's name, is both a focal point visually and figuratively. Chapters adhere to this logo and select a central color to their liking.

## COLORS

All NAAAP branded materials should implement these two main colors.



PMS 1807C  
HEX #af282d  
RGB 175, 40, 45  
CMYK 22, 97, 90, 13



PMS 424C  
HEX #6d6e71  
RGB 109, 110, 113  
CMYK 0, 0, 0, 70



# Logo Clear Space

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**CLEARANCE**

The dotted rectangle shown surrounding the NAAAP logotype indicates a minimum clear space based on the upper-half of the uppercase letter “A”. No text or image should be allowed within this area to maintain the integrity of the logo.

# Logo Alternate Lockups

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## HORIZONTAL LOCKUP

Use when a horizontal format is needed, such as due to space constraint.



## ACRONYM

Use the name "National Association of Asian American Professionals" is already spelled out in text to avoid redundancy.



## ALTERNATE LOCKUPS

Even though use of the main NAAAP logotype is preferred, the horizontal and acronym alternatives shown are allowed for specific format in order to maintain legibility and integrity of the NAAAP brand.

# Logo Social Media

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## SOCIAL MEDIA ICON

When creating icons for social media, observe the clear space rule. Use the transparent white logo with the red background wherever possible.

# Logo Inappropriate Use

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**DO NOT USE  
DIFFERENT COLORS**



**DO NOT USE DIFFERENT  
COLOR LOCKUPS**



**DO NOT MISALIGN**



**DO NOT STRETCH**



**DO NOT ROTATE**



**DO NOT DISCONNECT**



**DO NOT TYPESET ON  
YOUR OWN**



**DO NOT CHANGE CASE**



**DO NOT CHANGE FONTS**



**DO NOT BREAK THE  
SIGNATURE DIFFERENTLY**



**DO NOT CREATE YOUR  
OWN LOCKUP**



**DO NOT ALTER THE  
PROPORTIONS**

# Color Usage



**FULL-COLOR**

Use NAAAP Red and NAAAP Grey whenever spot and/or 4-color reproduction is possible.

The knockout full-color logo on a black background. The "A"s are red, and the other letters are light gray.

**KNOCKOUT FULL-COLOR**

Use when logo is on a dark background. The Red is retained, while the Gray is reproduced with Light Gray.

The transparent white logo on a red background. The entire logo, including the acronym and the full name, is white.

**TRANSPARENT WHITE**

Use when full-color is not possible. Prioritize over all-white. The logo should be reproduced as 70% & 100% white

The white logo on a red background. The entire logo, including the acronym and the full name, is white.

**WHITE**

Use when color reproduction is not possible. The logo should be reproduced as 100% white.

The black logo on a white background. The entire logo, including the acronym and the full name, is black.

**BLACK**

Use when color reproduction is not possible. The logo should be reproduced as 100% black.

# Color Background Consideration

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## NOT ENOUGH CONTRAST



## BACKGROUND IMAGE

Always position the logotype on an area of the image with less detail. Prioritize the full-color and knockout full-color logo when possible, as long as there is enough contrast between the logo and the area directly behind it.

## NOT ENOUGH CONTRAST



# Color Background Consideration

## BUSY BG REQUIRES SIMPLEST SINGLE-COLOR LOGO



## PRIORITIZE FULL-COLOR WHEN BG ALLOWS

### BACKGROUND IMAGE

Always position the logotype on an area of the image with less detail. Prioritize the full-color and knockout full-color logo when possible, as long as there is enough contrast between the logo and the area directly behind it.

# Color Extended Palette

## PRIMARY PALETTE

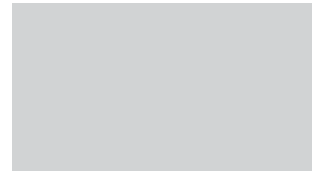
NAAAP's brand colors should be used and prioritized as the dominant palette whenever possible.



**NAAAP Red**  
PMS 1807C  
HEX #af282d  
RGB 175, 40, 45  
CMYK 22, 97, 90, 13



**NAAAP Gray**  
PMS 424C  
HEX #6d6e71  
RGB 109, 110, 113  
CMYK 0, 0, 0, 70



**NAAAP Light Gray**  
PMS 428C  
HEX #d1d3d4  
RGB 209, 211, 212  
CMYK 0, 0, 0, 20

## EXTENDED PALETTES

When producing communication pieces, NAAAP Red, NAAAP Gray, and NAAAP Light Gray should always be dominant throughout.

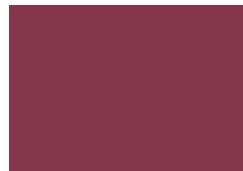
Supporting colors are intended to add interest, serving as bright accents that complement the primary palette. They also serve as the accent color for Local Chapters and replace the NAAAP Red.

## SUPPORTING PALETTE

These supporting colors are available to enliven various communication pieces.



**Ruby**  
PMS 1945C  
HEX #ab1240  
RGB 171, 18, 64  
CMYK 24, 100, 69, 14



**Plum**  
PMS 506C  
HEX #85364a  
RGB 133, 54, 74  
CMYK 37, 87, 56, 27



**Peacock**  
PMS 548C  
HEX #004052  
RGB 0, 64, 82  
CMYK 96, 64, 50, 38



**Azure**  
PMS 294C  
HEX #003378  
RGB 0, 51, 120  
CMYK 100, 89, 25, 11



**Sky**  
PMS 279C  
HEX #4791db  
RGB 71, 145, 219  
CMYK 69, 35, 0, 0



**Cerulean**  
PMS 3125C  
HEX #00abc8  
RGB 0, 171, 200  
CMYK 75, 11, 17, 0



**Gold**  
PMS 130C  
HEX #f5ab00  
RGB 245, 171, 0  
CMYK 3, 36, 100, 0



**Clementine**  
PMS 716C  
HEX #f27a05  
RGB 242, 122, 5  
CMYK 2, 63, 100, 0



**Amber**  
PMS 1525C  
HEX #c94d00  
RGB 201, 77, 0  
CMYK 15, 82, 100, 5



**Chartreuse**  
PMS 583C  
HEX #abb200  
RGB 171, 178, 0  
CMYK 38, 17, 100, 0



**Pear**  
PMS 364C  
HEX #407530  
RGB 64, 117, 48  
CMYK 77, 32, 100, 19



**Emerald**  
PMS 3435C  
HEX #264f38  
RGB 38, 79, 56  
CMYK 80, 44, 79, 44



# Typography & Editorial Styles

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# Editorial Style NAAAP Abbreviation

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**The first time it is mentioned, National Association of Asian American Professionals (NAAAP) should always be spelled out and followed by its acronym in parentheses. Future mentions of NAAAP can reference the acronym by itself, always written in all capitals.**

## FIRST MENTION

Spelled out followed by acronym in parentheses.

## SUBSEQUENT MENTION

Acronym is allowed.

When writing about NAAAP in text, please do not change the color of the second A. If there is a full mention of “National Association of Asian American Professionals,” the acronym logo is able to be used without the signature.



## ACRONYM

To establish a consistent editorial voice throughout all NAAAP communications, the use of the NAAAP acronym is allowed only after a full mention of “National Association of Asian American Professionals” within the same communication vehicle.

# Typography Font Families

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REGULAR

The National Association of Asian American Professionals is a non-profit organization that cultivates and empowers Asian & Pacific Islander leaders through leadership development, professional networking, and community service.

ULTRALIGHT

ULTRALIGHT ITALIC

THIN

As the largest *and fastest growing* API professionals association, *NAAAP continues to provide* its members with *the tools and resources* to further career advancement and to empower Asians and Pacific Islanders *to become great leaders* as well as *valuable employees.*

REGULAR ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

BOLD ITALIC

LOGOTYPE FONT

## Bodoni MT

by Monotype

NAAAP branding uses Bodoni, an classic, modern, didone font created with precision and clarity in mind.

**More Info**

[myfonts.com](https://myfonts.com)

SUPPORTING FONT

## Helvetica Neue

by Linotype

NAAAP uses Helvetica Neue, an objective and functional font perfect for international correspondence: no ornament, no emotion, just clear presentation of information.

**More Info**

[linotype.com](https://linotype.com)

Display

Headline

Introduction Deck

Subhead

Body

### SUGGESTED FONT USAGE

#### PRINT

**Helvetica Neue**

#### WEB/ONLINE MAILCHIMP SYSTEM FONTS

**Helvetica**

**Arial**

# Typography Email Signature

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**A standardized email signature will allow both internal and external messaging to maintain cohesiveness.**

Below is the recommended template to base and modify your personal email address signature.

## TEMPLATE

**[FName] [LName]**

Title, NAAAP [National/Chapter]

*[Pronouns: example She/Her/Hers; He/Him/His; They/Them/Theirs]*

(###)-###-#### | [email]@naaap.org | [additional email]@naaap.org

[Additional Links](#)

**The National Association of Asian American Professionals**

[\[National/Chapter website\]](#)

## EXAMPLE

**Cyndy Yu Robinson**

Executive Director, NAAAP National

*She/Her/Hers*

919.625.1207 | [cyndy.yu-robinson@naaap.org](mailto:cyndy.yu-robinson@naaap.org) | [director@naaap.org](mailto:director@naaap.org)

[Book time with me](#)

**The National Association of Asian American Professionals**

[www.naaap.org](http://www.naaap.org)

WEB/ONLINE  
MAILCHIMP  
SYSTEM FONTS

**Helvetica**

**Arial**

COLOR

**RGB 175, 40, 45**

**HEX #af282d**

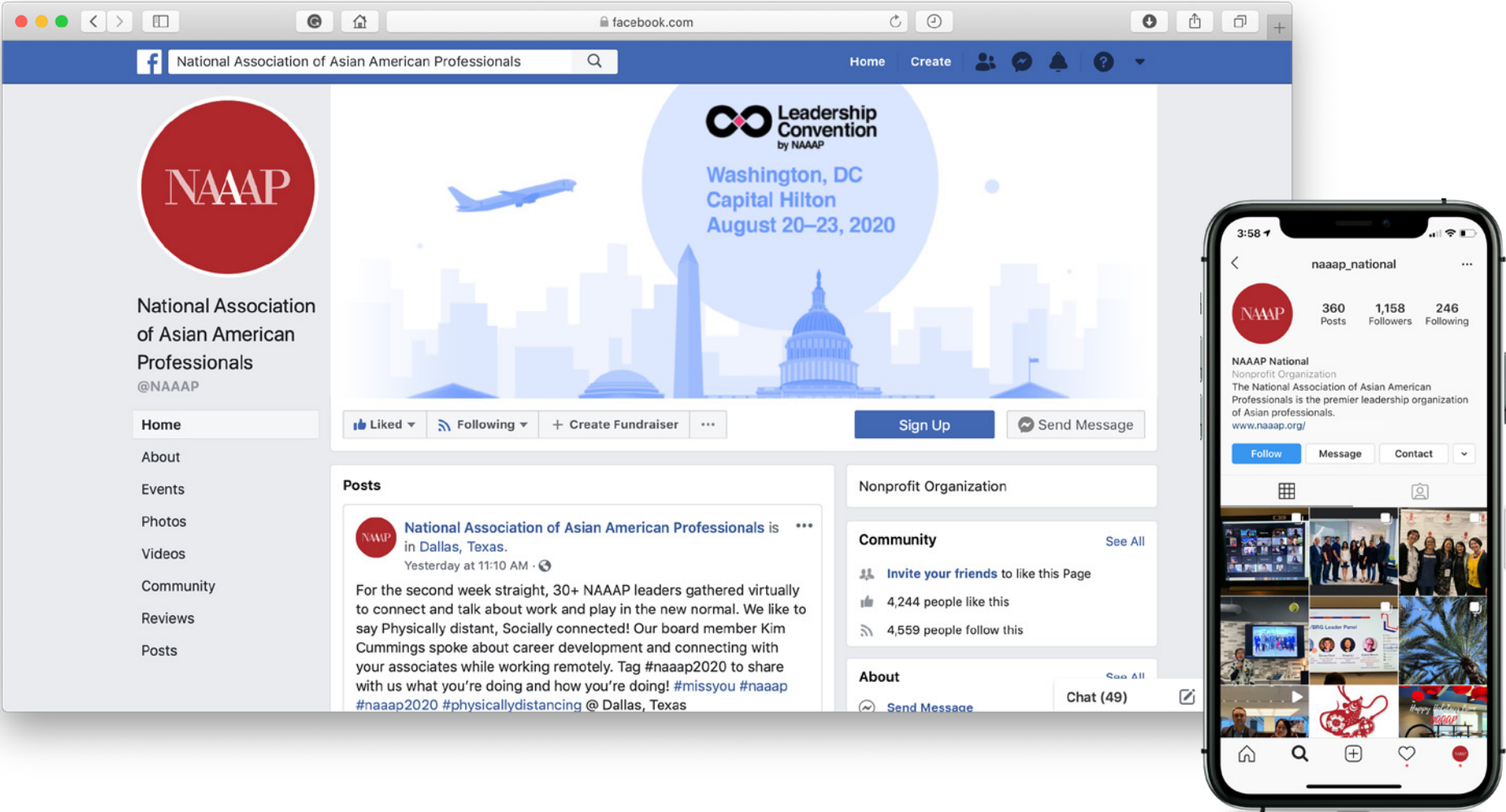
**NAAAP LOGO**

Avoid using NAAAP logos in email as retina screens make images appear blurry in small scale.

# Brand Implementation

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# Social Media Icon



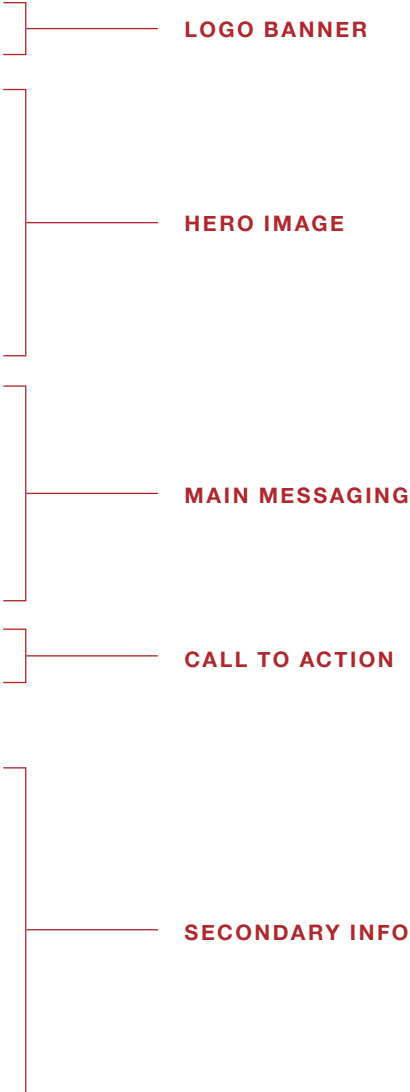
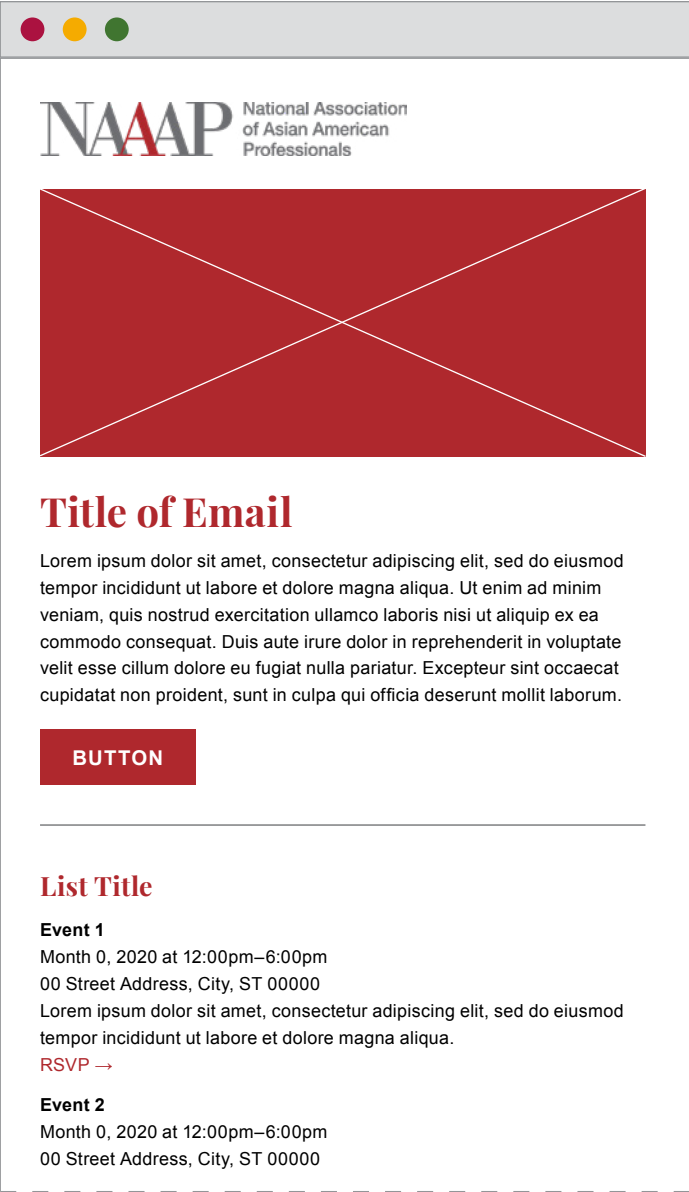
# Mailchimp Templates



## EMAIL TEMPLATE

To establish a consistent editorial voice throughout all NAAAP communications, use standardized email templates.

All text and buttons should keep a left alignment.





## Photography **Appropriate Use**

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**A picture is worth a thousand words.  
Images illustrate our brand, the work we  
do, and the diversity of our members.  
Appropriate imagery can evoke emotion  
and connect the reader or viewer to the  
contents of a publication or webpage or  
energy of NAAAP.**

**Use these image content guidelines  
in selecting images for print or web  
products, including Facebook.**

# Photography Image Content



## APPROPRIATE USE

- ✓ Choose clean, simple imagery.
- ✓ Crop photos to focus on the people, action, or brand at hand. Close-ups of faces, smiles, handshakes, awards, or other actions can emphasize the main message of our work.
- ✓ Balance images displayed in terms of social versus professional networking and club/restaurant versus corporate or community settings.
- ✓ Select images that show the diversity of our target membership in terms of age, ethnicity, and sex.

## INAPPROPRIATE USE

- ✗ Refrain from using photos showing alcohol or tobacco products.
- ✗ Do not showcase brands that do not align with the professional, inclusive nature of our brand.

# Special Programs

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# Index

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## NAAAP100



## INSPIRE AWARDS



## ALIST MAGAZINE



## LEADERSHIP CONVENTION



## LEADERSHIP ACADEMY



## EMPLOYEE RESOURCE GROUP



## PRIDE



## WOMEN IN NAAAP!



## SELF-CARE & WELLNESS



## SPECIAL PROGRAMS

Lockups have been developed for different programs presented by NAAAP.

NAAAP  
100

# NAAAP Inspire Award

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# ALIST Magazine Covers





# Leadership Convention

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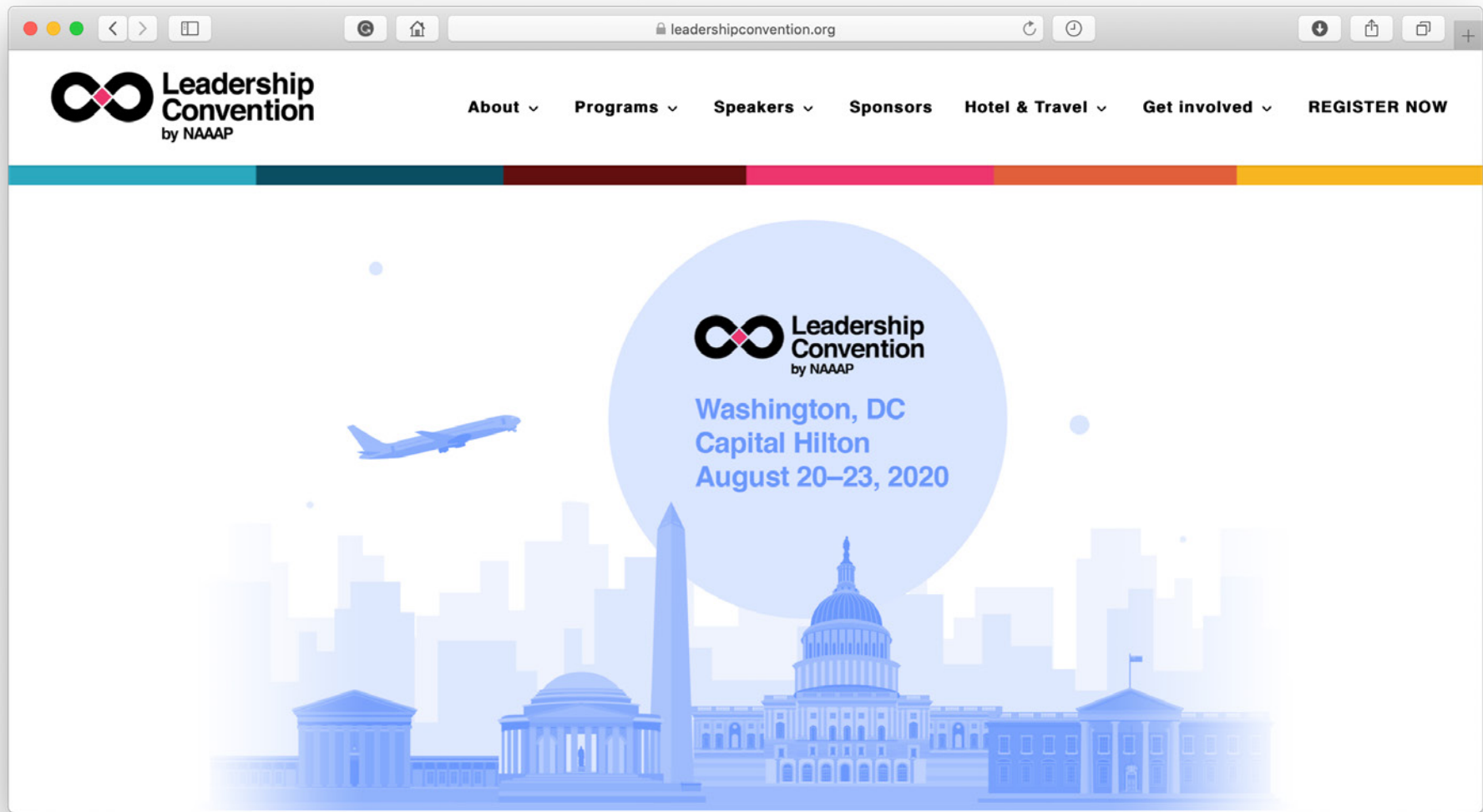
# Leadership Convention Colors

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**FULL-COLOR**  
Replace the accent center of the infinity logo mark with the annual convention color.

# Leadership Convention Website



# Leadership Academy

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# Leadership Academy Flyer



## ERG SYMPOSIUM

**FEBRUARY 21, 2020 - 12:30 - 4:30 PM**  
**USTA NATIONAL CAMPUS**

Executives of Top companies to share about ERG value and Diversity & Inclusion practices. This symposium is geared towards ERG/BRG leaders and members, HR professionals looking to expand employee talent acquisition & retention strategies, and D&I professionals.

### AGENDA AT A GLANCE

- Executive Panel - How ERGs are viewed from an Executive perspective
- ERG 2.0 - Journey of ERG's into BRG's and beyond
- Voices Workshop - How do you engage & find new members, how do you share your voice, and hear theirs?
- ERG Leaders Panel - Hear from company ERG & BRG leaders discuss ERG & Me, what they bring to them and their organizations.

### SIGN UP TODAY!

Visit our event page at <http://ErgAndMe-Orlando.Eventbrite.com/>

Registration is \$50 for early bird and \$60 at the door. For inquiries, contact Santosh Mathews at [santosh.mathewenaap.org](mailto:santosh.mathewenaap.org).

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National Association of Asian American Professionals

The National Association of Asian American Professionals (NAAAP) is the premiere leadership organization for Asian & Pacific Islander professionals. Chapters internationally & nationwide, including chapters in Florida (Miami, Orlando & Tampa). "We Build Leaders!"

For more information, visit [www.naap.org](http://www.naap.org)



Jane Hyun  
Hyun & Associates



Michael Gonzales  
NE&E Consulting



Myriam Vidalon  
Nielsen



Santosh Mathew  
NAAAP

# Employee Resource Group

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PRIMARY LOCKUP



SIDE LOCKUP



# Pride

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LOGOTYPE  
WITH TAGLINE



LOGOTYPE



LOGOTYPE  
WITH LOCAL CHAPTER



# Pride Local Chapters

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HELVETIC NEUE  
LIGHT  
Letter spacing: 100





# Pride Covers



BROCHURE

PODCAST



# WIN!

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LOGOTYPE  
WITH TAGLINE



LOGOTYPE



# WIN! Social Media

win!

A women in NAAAP!  
PANEL DISCUSSION

tomorrow...

JOIN US!

NAAAP

Dallas - Fort Worth

\$10

(Free for students)

11/9/19

9AM - 12PM

RealPage, Inc

2201 Lakeside Blvd

Richardson, TX

NAAAP

Dallas - Fort Worth

finding fulfillment

A win! women in NAAAP  
PANEL DISCUSSION

MEET OUR  
SPEAKERS



**AMY FAITH HO**  
*Panelist - Career Focus*  
Emergency medicine physician, associate medical director and nationally published speaker and writer



**LIZ GRIFFIN**  
*Panelist - Career Focus*  
Assistant Vice President, Digital Acquisition Providers Direct Sales – Broadband & Video Customer Acquisition



**GAUTHAMI VEMULA**  
*Panelist - Career Pivot*  
Social entrepreneur, child abuse prevention activist, speaker, panelist, teacher, CEO of two businesses, classical piano teacher, YouTube series co-host, author and blogger



**UNO IMMANIVONG**  
*Panelist - Career Pivot*  
Chef and owner of Red Stix Street Food, CEO of Chef Uno Brands, creator of Chino Chinatown restaurant



**RENAE VIRATA MEYER**  
*Moderator*  
Account Executive at Creative Circle, Co-founder at UGauGrrl



**OLIVIA FERRER**  
*Moderator*  
Senior Integrations Engineer and Team Lead and Trainer at Corrigo, a JLL company



**LIA BAI**  
*Keynote Speaker*  
Communication strategist, keynote speaker, author, and humorist



**CHANDRA DHANDAPANI**  
*Keynote Speaker*  
Chief Digital & Technology Officer for CBRE



# Local Chapters

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# Local Chapters Rule

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**PRIMARY USE  
SQUARE LOGO**

**FRANKLIN GOTHIC  
DEMI CONDENSED**

Letter spacing: -25  
Vertical scale: 75%



**SECONDARY USE  
STACKED LOGO**

**HELVETICA NEUE MEDIUM**



**LOCAL CHAPTER LOGOS**

The relative size of the chapter name to the NAAAP logo should stay as drawn, maintaining the scale relationship.

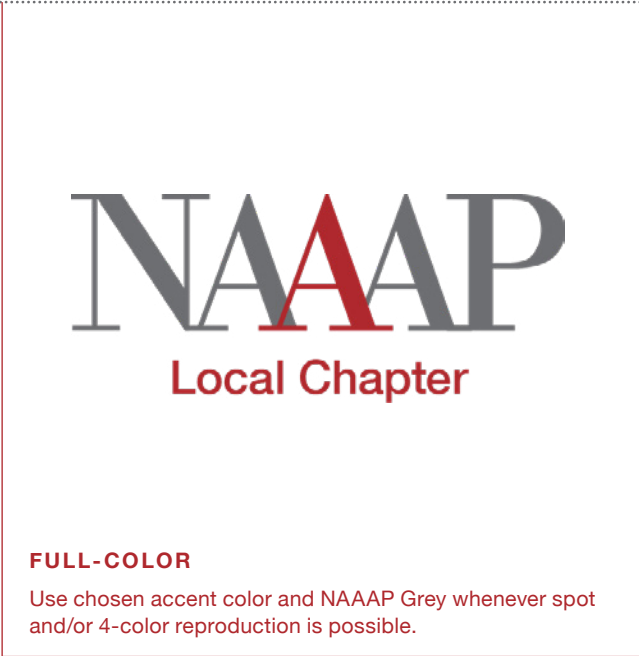
Each chapter may select a 2, 3, or 4 letter chapter abbreviation and an accent color in place of the NAAAP red.

# Local Chapters Color Usage



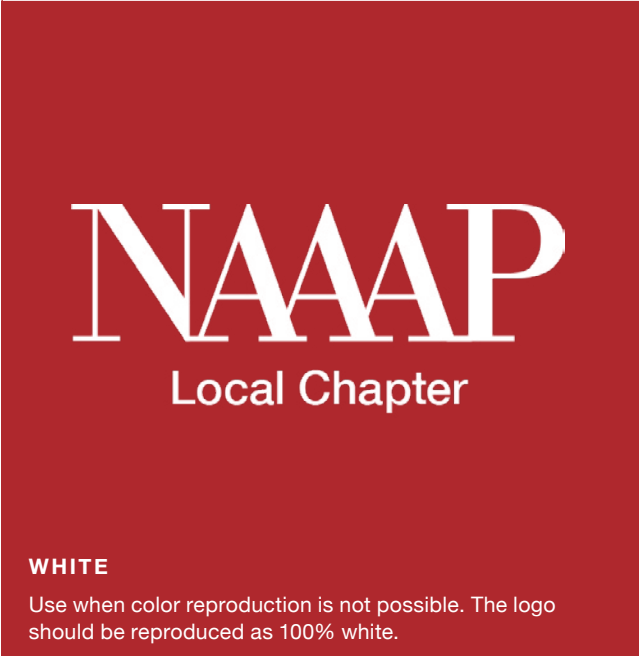
**SQUARE**

Prioritize the square logo for Chapter-specific items. Use chosen accent color and 100% white whenever spot and/or 4-color reproduction is possible.



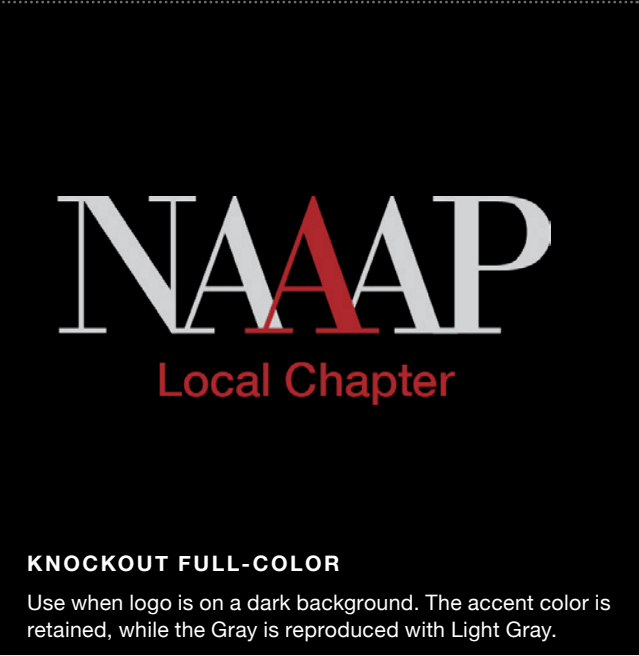
**FULL-COLOR**

Use chosen accent color and NAAAP Grey whenever spot and/or 4-color reproduction is possible.



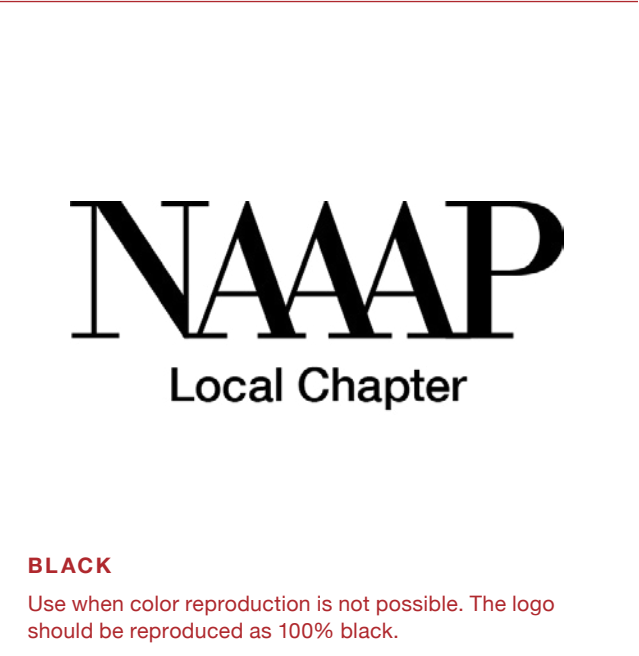
**WHITE**

Use when color reproduction is not possible. The logo should be reproduced as 100% white.



**KNOCKOUT FULL-COLOR**

Use when logo is on a dark background. The accent color is retained, while the Gray is reproduced with Light Gray.



**BLACK**

Use when color reproduction is not possible. The logo should be reproduced as 100% black.

# Local Chapters Current Chapters

NAAAP  
ATL

NAAAP  
BOS

NAAAP  
CHGO

NAAAP  
NATI

NAAAP  
COL

NAAAP  
DFW

NAAAP  
DET

NAAAP  
HI

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

Atlanta

Boston

Chicago

Cincinnati

Colorado

Dallas Fort Worth

Detroit

Hawaii

NAAAP  
HOU

NAAAP  
KC

NAAAP  
LV

NAAAP  
LA

NAAAP  
MIA

NAAAP  
MKE

NAAAP  
MN

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

Houston

Kansas City

Las Vegas

Los Angeles

Miami

Milwaukee

Minnesota

NAAAP  
NY

NAAAP  
NC

NAAAP  
OKC

NAAAP  
OC

NAAAP  
ORL

NAAAP  
PGH

NAAAP  
SD

NAAAP  
SF

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

New York

North Carolina

Oklahoma City

Orange County

Orlando

Pittsburgh

San Diego

San Francisco

NAAAP  
SJ

NAAAP  
SEA

NAAAP  
TPA

NAAAP  
TO

NAAAP  
VAN

NAAAP  
DC

NAAAP  
XMN

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

NAAAP

San Jose

Seattle

Tampa Bay

Toronto

Vancouver

Washington DC

Xiamen



## Permission for Use

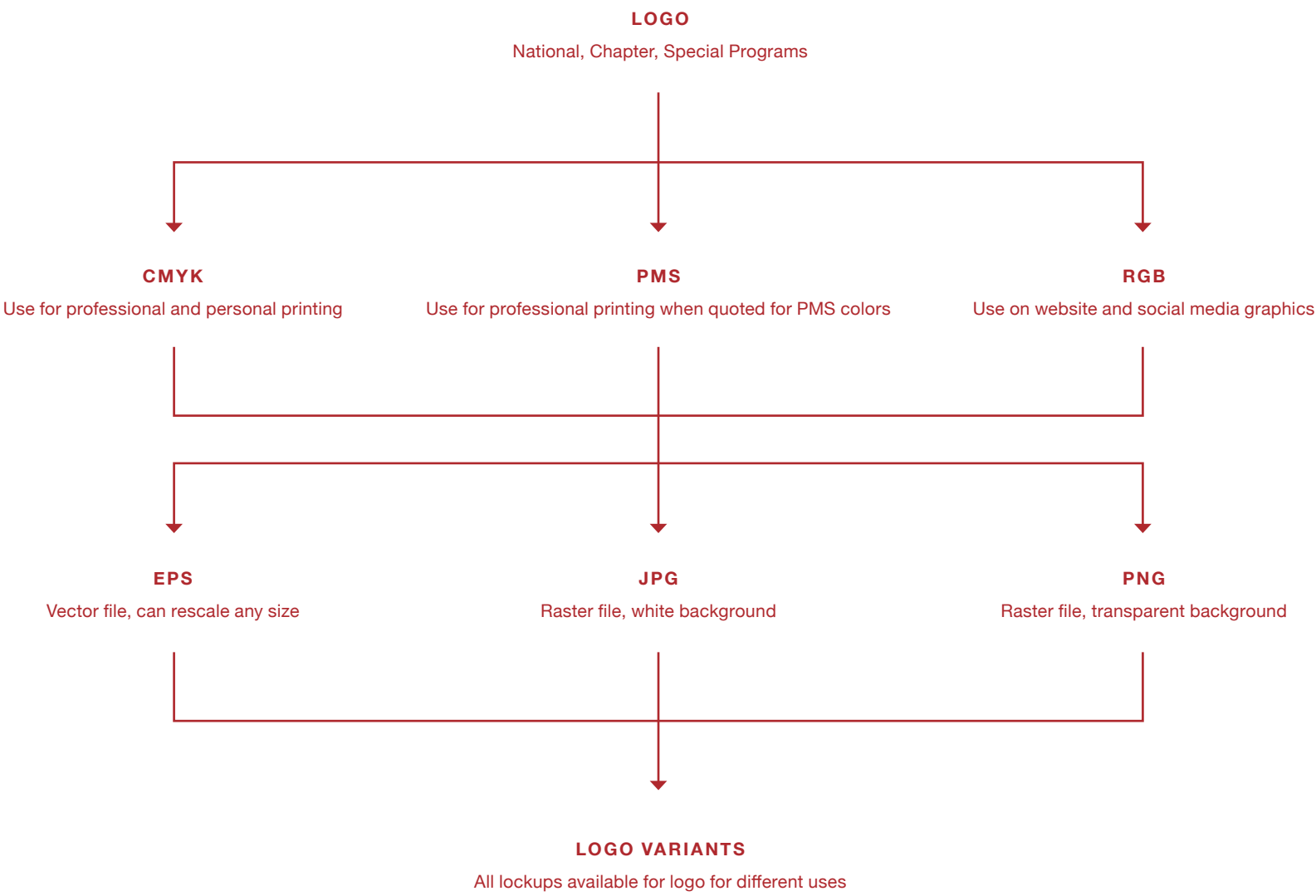
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**Often NAAAP will sponsor or co-sponsor events and be listed on employers' and other organizations' websites, flyers, and reports.**

The most appropriate NAAAP logo —national, program-specific, or chapter-specific — should be selected and provided to the user in the appropriate resolution (high resolution for print products, or low resolution for on-screen or web products). It is typical to agree in writing (email is acceptable) the duration and targeted location/outlet of the logo use. It is imperative that NAAAP's logo is used to uphold our brand image.

# Permission for Use File Types

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# NAAAP Brand Committee

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**If you are unsure or have any questions,  
please feel free to contact the NAAAP  
National Brand Committee.**

**Ashley Wu**

NAAAP National  
Graphic Designer

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**John Ong**

NAAAP KC  
NAAAP Pride Treasurer

[john.ong@naaap.org](mailto:john.ong@naaap.org)

**Ezra Baeli-Wang**

NAAAP National  
Chief Marketing Officer

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**Cyndy Yu-Robinson**

NAAAP National  
Executive Director

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