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## Branding Elements

- NAAAP Logotype
- Brand Typeface
- Brand Color Palette
- Clear Space
- Alternative Lockups
- Social Media
- Inappropriate Use
- Color Usage
- Background Consideration
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## Brand Implementation

- Social Media Icon
- Mailchimp
- Photography
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- NAAAP100
- Inspire Awards
- ALIST
- Leadership Conference
- Leadership Academy
- ERG
- Pride
- WIN!
- Wellness

## Special Programs

- NAAAP100
- Inspire Awards
- ALIST
- Leadership Conference
- Leadership Academy
- ERG
- Pride
- WIN!
- Wellness

## Local Chapters

- Rule
- Color Usage
- Current Chapters
- File Types

## NAAAP Brand Committee
Overview

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

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
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.
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

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.

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

National Association of Asian American Professionals
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

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.
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

- Do not use different colors.
- Do not use different color lockups.
- Do not rotate.
- Do not disconnect.
- Do not change fonts.
- Do not break the signature differently.
- Do not create your own lockup.
- Do not alter the proportions.
- Do not misalign.
- Do not type set on your own.
- Do not change case.
**Color Usage**

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

**KNOCKOUT FULL-COLOR**
Use when logo is on a dark background. The Red is retained, while the Gray is reproduced with Light Gray.

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

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

**BLACK**
Use when color reproduction is not possible. The logo should be reproduced as 100% black.
Color Background Consideration

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.
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, 20

- **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.

- **Ruby**
  - PMS 1945C
  - HEX #ab1240
  - RGB 171, 18, 64
  - CMYK 24, 100, 12, 14

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

- **Peacock**
  - PMS 548C
  - HEX #003378
  - RGB 0, 51, 120
  - CMYK 100, 89, 25, 11

- **Azure**
  - PMS 294C
  - HEX #00abc8
  - RGB 0, 171, 200
  - CMYK 75, 11, 17, 0

- **Sky**
  - PMS 279C
  - HEX #4791db
  - RGB 71, 145, 219
  - CMYK 69, 35, 0, 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 #ab200
  - RGB 171, 178, 0
  - CMYK 38, 17, 100, 0

- **Pear**
  - PMS 364C
  - HEX #407530
  - RGB 64, 117, 48
  - CMYK 38, 17, 100, 0

- **Emerald**
  - PMS 3435C
  - HEX #264f38
  - RGB 38, 79, 56
  - CMYK 80, 44, 79, 44
Editorial Style NAAAP Abbreviation

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.

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.

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.
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.

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.

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

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
Typography Typographic Hierarchy

Display

Headline

Introduction Deck

Subhead

Body

SUGGESTED FONT USAGE

PRINT

Helvetica Neue

WEB/ONLINE
MAILCHIMP
SYSTEM FONTS

Helvetica
Arial
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 | director@naaap.org
Book time with me

The National Association of Asian American Professionals
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
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

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.
Index

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 Inspire Award
ALIST Magazine Covers

ALIST
ASIAN AMERICAN LEADERSHIP

NAACP 100
THE 2012 WINNERS

YUL KWON
REVEALED
THE RENAISSANCE MAN ON FACING FEARS, CAREER, AND LEADERSHIP

AUTUMN 2012 | ALIST-MAGAZINE.COM

ALIST
SPRING 2013

YOUNGEST IN THE VC GAME
ERNESTINE FU AND BRIAN WONG ARE TAKING STARTUPS BY STORM

THE DISRUPTORS ISSUE
DAVID HENRY HWANG • APA HERITAGE MONTH • SOPHIA TONG • DONALD FAN

30 YEARS OF NAACP

JULY 2020
NATIONAL ASSOCIATION OF ASIAN AMERICAN PROFESSIONALS | 32
Leadership Convention
Leadership Convention Colors

Leadership Convention
by NAAAP

Leadership Convention
by NAAAP

Leadership Convention
by NAAAP

FULL-COLOR
Replace the accent center of the infinity logo mark with the annual convention color.
Leadership Convention Website
Leadership Academy
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 & Ma, what they bring to them and their organizations.

SIGN UP TODAY!


Registration is $50 for early bird and $60 at the door. For inquiries, contact Santosh Mathews at santosh.mathews@nnaap.org.

The National Association of Asian American Professionals (NAAAP) is the premier leadership organization for Asian & Pacific Islander professionals. Chapters internationally & nationally, including chapters in Hawaii (Honolulu, Orlando & Tampa), "We build leaders!" For more information, visit www.nnaap.org.
Pride

LOGOTYPE WITH TAGLINE

LOGOTYPE

LOGOTYPE WITH LOCAL CHAPTER
Pride Local Chapters

Chapter Name

Kansas City

Cincinnati
Pride Covers

Onboarding & Chapter Implementation Guidelines
Version 1.0 / February 17, 2020
NLA.2020
NAAAP PRIDE
PRIDE.NAAAP.ORG
LEADING WITH EQUALITY
Version 1.0 / February 17, 2020

NATIONAL ASSOCIATION OF ASIAN AMERICAN PROFESSIONALS | 41
WIN!

women in NAAAP
leadership inspired by women

women in NAAAP
WIN! Social Media

JOIN US!

11/9/19
9AM - 12PM
RealPage, Inc
2201 Lakeside Blvd
Richardson, TX

$10
(Free for students)
Local Chapters Rule

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

<table>
<thead>
<tr>
<th>Color Usage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL-COLOR</strong></td>
<td>Use chosen accent color and NAAAP Grey whenever spot and/or 4-color reproduction is possible.</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>Use when color reproduction is not possible. The logo should be reproduced as 100% white.</td>
</tr>
<tr>
<td><strong>SQUARE</strong></td>
<td>Prioritize the square logo for Chapter-specific items. Use chosen accent color and 100% white whenever spot and/or 4-color reproduction is possible.</td>
</tr>
<tr>
<td><strong>KNOCKOUT FULL-COLOR</strong></td>
<td>Use when logo is on a dark background. The accent color is retained, while the Gray is reproduced with Light Gray.</td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td>Use when color reproduction is not possible. The logo should be reproduced as 100% black.</td>
</tr>
</tbody>
</table>
### Local Chapters: Current Chapters

<table>
<thead>
<tr>
<th>Chapter</th>
<th>City</th>
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<tbody>
<tr>
<td>NAAP ATL</td>
<td>Atlanta</td>
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<td>NAAP BOS</td>
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<tr>
<td>NAAP XMN</td>
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Permission for Use

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

LOGO
National, Chapter, Special Programs

CMYK
Use for professional and personal printing

PMS
Use for professional printing when quoted for PMS colors

RGB
Use on website and social media graphics

EPS
Vector file, can rescale any size

JPG
Raster file, white background

PNG
Raster file, transparent background

LOGO VARIANTS
All lockups available for logo for different uses
NAAAP Brand Committee

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

Ashley Wu  
NAAAP National  
Graphic Designer  
ashley.wu@naaap.org

John Ong  
NAAAP KC  
NAAAP Pride Treasurer  
john.ong@naaap.org

Ezra Baeli-Wang  
NAAAP National  
Chief Marketing Officer  
ezra.baeli-wang@naaap.org

Cyndy Yu-Robinson  
NAAAP National  
Executive Director  
cyndy.yu-robinson@naaap.org