



NARFE Brand

2019



In anticipation of our 2021 centennial, NARFE now has a new logo and accompanying brand messaging.

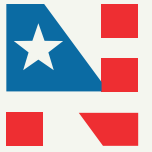
- maintains a strong sense of patriotism
- underscores NARFE's value
- refreshes and updates our image
- ensures we enter our second century strong, relevant and firmly established



Federal Benefits Experts

- The tagline underscores the value NARFE has long since provided
- Legislators, members and the media count on NARFE

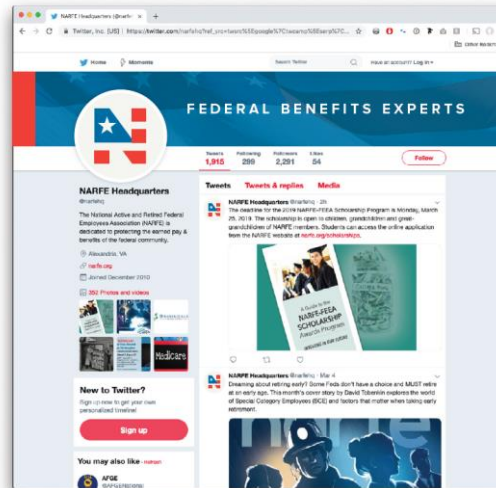
NARFE is the go-to resource for all things federal benefits



NARFE Brand



HEADQUARTERS Advocacy Alert



Membership Marketing Manual

A How-To Guide
for Recruiting
NARFE Members

NARFE.org



INSIDER

Bimonthly
News for
NARFE Leaders



FEDERAL BENEFITS INSTITUTE

Helping You Take Charge of Your Benefits

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Brand Guidelines 2019

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Print, Digital and Other	



Questions & Answers

Who should incorporate NARFE's new brand?

Everyone, everywhere. Projecting a clear voice to our members and the world at large requires consistency and discipline across all NARFE communication. Only together can we effectively broadcast NARFE's value and excellence to our members, prospective members, policy-makers, the media and the public at large.



Questions & Answers

What about Federation and Chapter Logos?

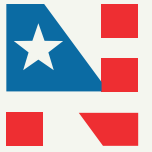
The *Brand Guidelines* manual includes a sample federation logo. NARFE's communications department will create new logos, based on this design, for each federation's use. These, as well as a user-friendly template for chapter logos, are available online by August 1st.



Questions & Answers

How do I use the new brand messaging provided in the Brand Guidelines?

The *Brand Guidelines* manual provides both a brief and a full boilerplate message about NARFE. The brief version should be used anytime there is limited space to convey what NARFE does. The longer description should be used where space allows, including in the “About NARFE” section of our websites.



Questions & Answers

What if I have questions or need help?

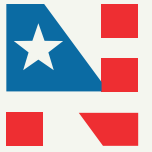
Beyond the *Brand Guidelines* and logos available on narfe.org, NARFE staff is here to assist. Should you need design assistance, please email narfebrand@narfe.org. Marketing and messaging questions related to the brand should be emailed to membership@narfe.org.



Questions & Answers

Rebranding NARFE print and digital materials is a huge undertaking. What is the timeframe?

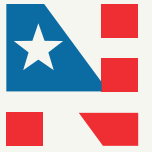
In a large and many layered organization, rebranding is a process. Our goal is to have all NARFE materials produced by headquarters, including those provided to the field, transitioned to the new brand within six months as existing supplies are depleted. We understand that both federations and chapters will need to include replacements costs in their next fiscal year budget. Allocation of 10% funds is appropriate.



Questions & Answers

What about NARFE websites?

Narfe.org is scheduled to be wholly redesigned in early 2020 and will fully incorporate new brand elements. At that time, hosted federation and chapter websites' will also be updated.



Questions & Answers

Q&A's will be updated as new questions arise.