The trusted source of knowledge for the federal community.
Projecting a clear voice to our members and the world at large requires consistency and discipline across all NARFE communications—a unified approach to the NARFE “brand.” Everything we send out into the world contributes to the NARFE brand perception.

Follow these guidelines for visual communications including email, newsletters, formal messages, printed documents and logo treatments. Together we will broadcast NARFE’s value and excellence to our members, prospective members, legislators, the media and the public at large.

If you have questions please contact the NARFE Communications Department at narfebrand@narfe.org.
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Logo 9

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Typography, Color, Images, and Supporting Graphics

Collateral 24
Print, Digital and Other
Brand Position
Descriptor

Federal Benefits Experts
Brief Boilerplate

As the only organization solely dedicated to the general welfare of all federal workers and retirees, NARFE delivers valuable guidance, timely resources and powerful advocacy. For nearly a century, NARFE has been a trusted source of knowledge for the federal community, Capitol Hill, the executive branch and the media.

This brief description should be used anytime there is limited space to relay what NARFE is and does.
As the only organization solely dedicated to the general welfare of all federal workers and retirees, NARFE delivers valuable guidance, timely resources and powerful advocacy. For nearly a century, NARFE has been a trusted source of knowledge for the federal community, Capitol Hill, the executive branch and the media.

Since NARFE’s founding in 1921, the association’s mission has been to defend and advance the earned pay and benefits of America’s civil servants. Today, NARFE’s team of professional lobbyists continues to work tirelessly on behalf of the federal community. Supported by grassroots activists, NARFE is a leading voice in Washington and across the country.

Federal benefits and retirement plans are unique, complex and subject to change. NARFE provides both federal workers and retirees with the clear, reliable and accessible counsel they need to make critical decisions and gain confidence in a secure future. NARFE webinars, training conferences, magazine, online benefit resource library, and individual counseling services all offer in-depth expertise on key issues.
Logo
The NARFE logo has been updated with a clean, elegant construction that reflects the pride of civil service within the federal community. Its geometric configuration provides a contemporary look that is easily adapted across the broad range of modern media.

As a graphic representation of the American flag, the letters F and E provide visual emphasis for the logo. Placing emphasis on those letters—which stand for “Federal Employees”—reinforces NARFE’s mission to serve both current and retired federal workers.
Logo Types

Two logo types have been developed to provide flexibility and ease of integration across various media platforms.

Primary Logo
The primary NARFE logo has a horizontal construction with the descriptor below. Use this logo whenever space allows.

Avatar/Monogram
The avatar/monogram logo version is designed to fit into small, tight spaces such as social media profile images and the NARFE website favicon.

Stacked Logo
The stacked logo should only be used in rare cases. Please contact narfebrand@narfe.org for permission and access to this logo version.
Logo Space and Minimum Size

Provide space around the logo so that it is not crowded out by other content.

Minimum width for the primary logo is 1 inch. Smaller than this, switch to the avatar/monogram version.
Logo Color

The NARFE Logo should be displayed in full color whenever possible.

NARFE Blue

PMS 301

cmyk 100 30 2 24

green 0 110 164

hex 006ea5

NARFE Red

PMS 032

cmyk 0 90 85 0

green 239 65 54

hex ef4036
Logo Color Variations

Full Color
Use whenever possible.

Black and White (Grayscale)
Use the black logo for black and white print jobs and simple communications such as faxing. Use the white logo over dark backgrounds.

Reverse Red and Reverse Blue
These logos are special cases that should be used only when there is a conflict between the logo and background color.
Events

FEDcon and LEGcon logos have been re-drawn to match the new NARFE identity.

<table>
<thead>
<tr>
<th>Primary</th>
<th>FEDCON</th>
<th>LEGCON</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEDCON18</td>
<td>LEARN</td>
<td>LEARN</td>
</tr>
<tr>
<td>ADVOCATE</td>
<td>LEAD</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stacked</td>
<td>FEDCON</td>
<td>LEGCON</td>
</tr>
<tr>
<td>FEDCON18</td>
<td>LEARN</td>
<td>LEARN</td>
</tr>
<tr>
<td></td>
<td>ADVOCATE</td>
<td>LEAD</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Chapter Logo

A chapter logo style has been established to provide consistency.

NARFE Primary Logo

Red divider

Location, state, and chapter number set in NARFE Red
Federation Logo

State graphic set in NARFE Blue with white abbreviation

NARFE Primary Logo

Blue divider

State federation set in NARFE Blue
Logo – Do Not

These rules apply to all NARFE logos.

Do not change logo color. The logo may only appear in either of the designated year primary colors, black, or white.

Do not add elements to the logo.

Do not stretch, squeeze or distort the logo proportions.

Do not add filters such as drop shadows to the logo.

Do not place the logo over high-contrast or complex images.

Do not place the logo over high-contrast or complex patterns.

Do not move elements around within the logo.

Do not place the logo in geometric shapes except for circles, squares or rectangles.
Visual Identity
# Typography

For use in all NARFE branded material and correspondence.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary &amp; Web</th>
<th>Fallback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Proxima Nova whenever possible for headlines and short body copy. Merriweather should be used for longer body text.</td>
<td>Montserrat is an open source font available from Google. It is web-friendly and can also be used in place of Proxima Nova for print applications if the primary font is unavailable.</td>
<td>When the primary and secondary fonts are not available, as in some email applications, Helvetica and Georgia should be used.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sans Serif</th>
<th>Serif</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Proxima Nova</strong>&lt;br&gt;Proxima Nova&lt;br&gt;Proxima Nova&lt;br&gt;Proxima Nova</td>
<td><strong>Merriweather</strong>&lt;br&gt;Merriweather&lt;br&gt;Merriweather&lt;br&gt;Merriweather</td>
</tr>
<tr>
<td>Download: <a href="https://dafontfree.co/proxima-nova-font-free-download">dafontfree.co/proxima-nova-font-free-download</a></td>
<td>Download: <a href="https://fonts.google.com/specimen/Merriweather">fonts.google.com/specimen/Merriweather</a></td>
</tr>
<tr>
<td><strong>Monsterrat</strong>&lt;br&gt;Monsterrat&lt;br&gt;Monsterrat&lt;br&gt;Monsterrat</td>
<td><strong>Georgia</strong>&lt;br&gt;Georgia&lt;br&gt;Georgia&lt;br&gt;Georgia</td>
</tr>
<tr>
<td>Download: <a href="https://fonts.google.com/specimen/Montserrat">fonts.google.com/specimen/Montserrat</a></td>
<td></td>
</tr>
</tbody>
</table>
Color Palette

NARFE Primary Colors

NARFE Blue

PMS 301
cmyk 100 30 2 24
rgb 0 110 164
hex 006ea5

NARFE Red

PMS 032
cmyk 0 90 85 0
gerb 239 65 54
hex ef4036

Secondary Colors

Use secondary colors to broaden the look of NARFE communications as shown in the Collateral section (p. 24) of this document.

Neutrals

Use neutrals for text and for backgrounds as shown on the Email Banners (p. 29) in this document.
Graphic Elements

Stars can be used as small accent pieces, not large featured items. **Blue or white only, no red stars.**

A flexible grid should be used when working with multiple images.

Dividers are used to separate content and introduce important concepts.

Regional and state maps should be rendered in single colors to maintain clarity.
Imagery

Use images to enliven NARFE communication. Photos should be engaging, diverse and patriotic.

Patriotic, government-related images are to be balanced with photos of people doing federal work and the American landscape.

Variety
The vast range of federal occupations should be alluded to with images showing a variety of subjects such as the environment, supply chain monitoring, travel safety, food inspection, etc. Office work is ok, too, but should not be overdone.

Setting
A mix of urban, rural and suburban landscapes should be incorporated.

When dealing with stock photography, use suggestive imagery rather than literal. An airport shows better than the TSA screening line.

When sourcing images, all applicable copyright laws must be followed.
Collateral
Letterhead and Envelope

In Microsoft Word, set the left and right margins of the letter to 1 inch, the top margin 2 inches, and the bottom margin 1.5 inches.

Use the serif typeface Merriweather or Georgia, regular weight, at a legible size for the text.
Business Card

Print the business card with spot PMS colors when possible to ensure proper NARFE color reproduction.

**NARFE Blue**
- PMS 301
- cmyk 100 30 2 24

**NARFE Red**
- PMS 032
- cmyk 0 90 85 0

Firstname Lastname
Title, Position and Additional Title Information
(123) 456-7890
name@narfe.org

606 North Washington St.
Alexandria, VA 22314-1914
P (703) 838-7760

The trusted source of knowledge for the federal community.

NARFE.org
Email Signature

Use NARFE Blue and Red to set the email signature with Helvetica typeface.

NARFE Blue
rgb 0 110 164
hex 006ea5

NARFE Red
rgb 239 65 54
hex ef4036

Greetings,


Thank you,

Firstname Lastname
Title
name@narfe.org
(123) 456-7890

606 North Washington St.
Alexandria, VA 22314-1914
(703) 838-7760

NARFE.org
PowerPoint

The PowerPoint template features a title slide, basic slide and separator. Use the basic slide to convey messages and images.
Email Banners

The primary NARFE logo is placed in the upper left corner for all email banners except the two events (LEGcon and FEDcon). Categories (Regions, Chapters, etc.) are listed above the Email Type (Officer News, Chapter News, etc.). A subtle background graphic may be used but is not required.
Email Layout

Emails should feature a branded banner image above either a single message or list of items.

Each email should have a call to action (button or link).

Listed items should be short snippets with links to full-length web articles. List item titles can be used as links rather than “read more.”

Use Dividers to separate content.

NARFE

Federations

Federation News

Month 00, 2019

Introduce the theme or explain email first paragraph text ipsum dolor sit amet, consectetur adipiscing elit. Quisque sit amet magna nec nisi pellentesque viverra et at elit. Ut euismod tincidunt lorem, et aliquam sem malesuada et.

News from NARFE

Complete Trump budget released, calls for pay freeze

NARFE

Last week, President Trump released a complete fiscal year 2020 (FY20) budget request, which continues the administration’s attack on the federal workforce by proposing a calendar year 2020 pay freeze in addition to numerous cuts to federal retirement benefits.

Did you miss the ‘Social Security: A Key Ingredient in Your Retirement’ webinar?

NARFE

Last week, federal retirement and benefits expert Tammy Flanagan presented a webinar navigating the maze of Social Security and planning the best strategies to optimize your Social Security benefits. This webinar is now available on-demand in the member-only NARFE Federal Benefits Institute. Log in to view the webinar and review the Q&A transcript for additional information.

NARFE Photo Contest submissions due by April 8

NARFE

The 2019 NARFE Photo Contest deadline is near. All NARFE members are eligible to submit photos their photos for NARFE’s 2020 calendar. This year’s theme is “Living in the U.S.A.” Each member is limited to five photos. Photos will be selected and winners notified by the end of June 2019. Entries for NARFE’s 2019 Photo Contest must be received at NARFE Headquarters by April 8, 2019.

Federal Benefits Question Of The Week

Medicare Part C or Medicare Advantage Plan

NARFE

Question: Is there a difference between Medicare Part C and a Medicare Advantage Plan?

Answer: They refer to the same thing. A Medicare Advantage Plan is often referred to as Medicare Part C. It covers all services under Medicare Part A and Medicare Part B and usually offers additional benefits. You can get a Medicare Part C/Medicare Advantage Plan through private organizations. If you are enrolled in this plan, most Medicare services are covered through the plan but are not paid under original Medicare.

Join NARFE!
Most Social Media properties require a logo or “avatar” and a banner image. Due to the small size of logos on social media posts, the avatar/monogram NARFE logo works best in that position.
Social Media Chapters & Federations
By Barbara Sido, Executive Director


Carabiner suspendisse lacinia eget nunc sagittis viverra. Mauris suscipit orci quis tincidunt malesuada. Duis elit justo, dignissim a sapien non, porttitor porta nunc.

March 2019

A Voice for Members, Resources for Media

By Barbara Sido, Executive Director

A Voice for Members, Resources for Media

By Barbara Sido, Executive Director

A publication for NARFE leaders to enhance recruitment, retention and pre-retirement members.

Recruiting & Retention Journal

Get Ready to Recruit!


Phasellus vitae eleifend mi. Curabitur tincidunt accumsan luctus.

Vol. 7, No. 2

March 2019

Volume 7, Number 2

March 2019

In this issue

1. Aenean imperdiet tristique malesuada
2. Etiam eu justo, dignissim a sapien non, porttitor porta nunc
3. Duis tempor massa in bibendum tellus
4. Sed consequat mauris et metus pellentesque, in sodales orci

5. Vestibulum volutpat pretium orci. Duis consequat vel ac finibus auctor
6. Etiam eu justo, dignissim a sapien non, porttitor porta nunc
7. Suspenenciae nec metus id eros semper euismod eu sed purus

Print Newsletters

Use the serif typeface Merriweather at 24-34 point for headlines.

Set left and right margins at 1 inch.
Manuals and Handbooks

Use compelling imagery for manual and handbook covers.

Membership Marketing Manual
A How-To Guide for Recruiting NARFE Members

Public Relations Handbook
For NARFE Chapters and Federations
White Papers

White Papers should have a small strip of NARFE branding along the bottom of the cover. Repurposed magazine articles will use the original magazine art.

Title and graphic should be clean and conceptually interesting.
Reports and Fact Sheets

Try to group these into families and maintain a simple, consistent header for each family.

Use the serif typeface Merriweather for headlines and body text. Use a sans-serif typeface (see page 20 in this manual) for charts, tables and figures.

Make headlines 24-34 point size to clearly indicate topics.
Please contact the NARFE Communications Department at narfebrand@narfe.org with any questions.

Thank you!