



NAYLOR

ASSOCIATION SOLUTIONS

empowers your association to achieve success

Brand Guidelines

2024

BRAND GUIDELINES

Table of Contents

Brand Strategy	03
Brand Language	07
Brand Mark	13
Typography	16
Color Palette	18
Photos & Vectors	19





empowering
associations to
achieve success

BRAND STRATEGY

Our Brand's Mission

At Naylor Association Solutions, we believe in empowering associations to achieve success. Because we know the deeper meaning behind those words. Empowering associations to achieve success means supporting teachers when they need help the most. Empowering associations to achieve success means working to improve the lives and careers of Doctors and Nurses. Empowering associations to achieve success means working with leading-edge engineers to help advance the latest technological breakthroughs. Empowering associations to achieve success means helping hiring managers find the right candidate, aiding project managers using the right communication tools and supporting philanthropic causes we believe in and helping achieve noble goals.

More than anything, we believe the only way to empower associations to achieve success is by helping the people who make up the association.

The key elements of our mission are:

- Helping associations by providing the strategic and tactical knowledge, cross-department efficiencies and technological solutions to better engage members while positively influencing non-dues revenue
- Offering a comprehensive set of innovative tools and services that are expressly designed for the association community and work independently or integrated together
- Utilizing our innovative team to help build a more vibrant association
- Bringing a unified voice and exceptional customer service dedicated to our clients' long-term success

With over 50 years of experience, we have the tools, knowledge and dedication to ensure that, whatever your association, we'll empower you to achieve success.

BRAND STRATEGY

One Naylor

Purpose matters.

Purpose inspires, it unites us and it helps us make sense of our words and actions. With hundreds of trained association specialists, Naylor Association Solutions builds on your association's perspectives and ideas to support your mission.

Naylor's tools and services provide a comprehensive set of integrated solutions exclusively for the association community to increase engagement, drive non-dues revenue and underscore the value of the association to its members and the industry.

We're dedicated to empowering your association to achieve success.

Discover how that dedication can unleash your association's purpose.





Brand Promise

With Naylor Association Solutions, there is only one promise we're committed to: improving your member engagement and increasing your non-dues revenue.

Every decision we make is based on that guiding philosophy.

By partnering with Naylor, your association's mission is now our mission.

Our approach is simple – by working together, we create meaningful programs that build deep connections with your members and drive growth.

With next-generation technology tools, we help associations through:

- Member communications and content
- Industry-leading – and ASAE-endorsed – career center solutions
- Live and virtual association event management
- Full-service association management
- Association advertising and exhibit sales
- Member management software

Over the last 20 years, Naylor has helped generate more than \$750 million in non-dues revenue through the sale of advertising, exhibits, sponsorships and job postings.

Our purpose is to fuel yours. That's why our experienced team is committed to unlocking member engagement, providing more value to your association and improving the amount of non-dues revenue you create. And we won't stop until we help your association achieve these goals.

This is our promise.

Brand Personality

At Naylor Association Solutions, our commitment to each other is only matched by our commitment to help your association.

We are:

- Intelligent
- Passionate
- Hopeful
- Focused
- Ambitious
- Driven
- Entrepreneurial
- Adaptive/Innovative

We stand by the principles of:

- Honesty and integrity
- A spirit of innovation and continuous improvement
- Exceptional customer service
- Strategically focused goals and initiatives
- State-of-the-art management practices

We have the deep experience and the innovative spirit to drive your association closer to accomplishing its mission.



Team Player
Experts Professional
Experienced
Hard-Working Strong
Purpose-driven
Collaborative

Bright
Outgoing
Dynamic Confident Energetic
Innovative
Optimistic Passionate
Creative Versatile Fun-loving
Happy

Honest
Compassionate
Integrity
Fair Giving
Friendly Generous
Wise Thoughtful



Brand Tone & Voice

For more than 50 years, Naylor has been improving the strength and stability of associations. That commitment to excellence and expert knowledge needs to be reflected in how we communicate.

We're professional. We're knowledgeable. And, most importantly, we're always listening to the needs of our association clients.

Brand Mark Story

Our logo and our focus on “Association Solutions” reflect both the company we have become and the company we aspire to be — driven by what associations are telling us they need.

This logo reflects our evolution in growing beyond print & digital media, event management, marketing & research, exchange events, advertising, sponsorship & exhibit sales and content strategy.

We’ve kept the Naylor triangle and brought it to the next level as a spearhead that pulls Naylor forward, not shying away from the innovations that we pursue to better serve our clients. We know how the industry works and how it’s constantly evolving. And we’re not afraid to change with it.

The “empowering associations to achieve success” tagline emphasizes our belief in the power of associations to unite and accomplish more. Associations are founded upon relationships. When people come together to connect, share perspectives and learn from each other, they can build better industries and a better world. Our many, best-in-class solutions also come together under the unified Naylor umbrella to build stronger relationships and empower associations.

This is the formal logo that should be used in official communications. Common uses include business cards, letterhead and marketing collateral.



BRAND LANGUAGE

Brand Name Usage

When referencing the company name in emails, sales situations or marketing copy, the first reference should be written as Naylor Association Solutions. From that point on, it can be referred to simply as Naylor.

Naylor, LLC and Naylor (Canada) Inc. will only be used in situations requiring the legal name. For example, contracts, copyrights and similar documents. In these situations, documents intended for U.S.-based clients should reference Naylor, LLC and documents intended for Canadian-based clients should reference Naylor (Canada) Inc.



Boilerplate

Short Format:

Naylor Association Solutions provides innovative association tools and services for strengthening member engagement and increasing non-dues revenue. Our offerings include member communications, management of live and online meetings and events, online career centers, Association Management Software (AMS) and Member Data Platform (MDP), and full service association management. A strategic partner to professional and trade associations in the U.S. and Canada, Naylor serves more than 1,700 associations across 80+ industries. For more information, visit <https://www.naylor.com>.

Long Format:

Naylor Association Solutions empowers associations to achieve success. As strategic partners to professional and trade associations in the U.S. and Canada, Naylor offers a comprehensive set of innovative association tools and services that strengthen member engagement and increase non-dues revenue. Our offerings include member communications, management of live and online meetings and events, online career centers, Association Management Software (AMS) and member data software, and full service association management. Naylor's team supports its clients with unmatched depth and breadth of expertise, and an innovative spirit in solving the unique challenges faced by associations. Naylor also delivers valuable insights through its customized association portals that provide real-time feedback and advanced analytics about what's working and what isn't. Founded in 1969, today, Naylor serves more than 1,700 associations across 80+ industries. Our headquarters are in McLean, Va. with additional offices in Alpharetta, Ga.; Gainesville, Fla.; Schaumburg, Ill.; and Winnipeg, Manitoba. For more information, visit <https://www.naylor.com>.



Key Messaging

Commitment to Associations

- We empower associations to achieve success.
- We're committed to the success of associations by propelling greater member engagement and generating increased non-dues revenue.
- Our solutions are based on our commitment to innovation, exceptional customer service and ongoing improvement.

Honesty and Integrity

- We are proud to build partnerships with our clients through honest and thoughtful dialogue.
- We believe that living by our core operating values, paired with our desire to serve as an extension of association staff, sets us apart from other companies.

Ongoing Improvement

- We know how the industry works and how it's constantly evolving. And we're not afraid to change with it.
- Our people are passionate about our clients and are committed to continual learning to better serve them.

State-of-the-Art Management Practices

- Our long-time focus on the association industry has afforded us the opportunity to bring tried and tested solutions that create value for our association partners as well as for the advertisers that support them.
- We deliver results and drive non-dues revenue for more than 1,700 professional and trade associations.



BRAND STRATEGY

Who We Serve

From poultry and egg farmers in Alabama to marketing agencies in New York, from criminal defense lawyers in Washington to cardiac physicians in Florida – no matter where you are or what you do, Naylor empowers your association to achieve success.

For more than 50 years, we've been working tirelessly with associations to help them achieve their goals of increased member engagement and higher non-revenue dues.

Today, Naylor supports the work of more than 1,700 associations.

As trusted partners, we take the time to learn the ins and outs of your association to deliver meaningful, long-lasting growth.

Naylor strives to be the go-to source for industry and professional associations to solve all their challenges related to engagement and revenue generation.

Discover how Naylor can help you realize a more successful and impactful future for your association.



Logo Usage



Full Color

The Naylor logo consists of two distinct elements: the brand mark and the descriptor. The primary alignment of these elements is left align.

In addition to the full-color version of the logo, there are also specially-designed grayscale, black and white and knockout versions of the logo that are available for limited use.

The grayscale version has been optimized for black and white printing; it is not a standard conversion of the full-color logo.



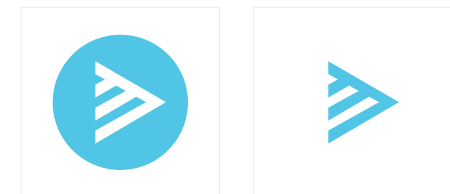
White



One Color Black



Secondary Mark for Small Space



BRAND MARK



Logo placement for left align.

Left align is the primary logo alignment.

Headline, subhead and body copy should flush left with the logo.

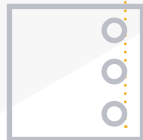


Logo placement for right align.

Right align is not a preferred logo alignment.

When aligning right, the headline, subhead and body copy should run flush right against the R of NAYLOR.

Minimum of two triangle mark widths should be allowed between the logo and the edge of a page or other page element.

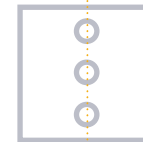


Logo placement for center align.

The logo's center line is located in the center of NAYLOR without the triangle mark or the right tip of Y in NAYLOR.

Minimum of two triangle mark widths should be allowed between the logo and the edge of a page.

The headline, subhead can be centered against the center line, while body copy should flush left.



BRAND MARK

Spacing

Leave a clear space equal to the x-height of the triangle mark all the way around the logo.



Minimum Size

To keep the descriptor legible, the logo should not be sized less than 1.25 inches wide. If a smaller size is required, the logo should be used without the descriptor.

The smallest size for the logo by itself is 0.5 of an inch wide. These measurements are valid for print and digital use.



1.25 inches



.5 inch



.5 inch

No Alterations

Do not alter the logo or scale the brand mark and descriptor separately.



Do not change the colors of the logo.



Do not place the logo on an angle.



Fonts

Headline, Subhead & Copy

Avenir Family

Avenir Black **Avenir Black Oblique**
Avenir Roman Avenir Oblique
Avenir Light Avenir Light Oblique

Accent Headline & Subhead

Athenia Textured

Athenia Solid
Athenia Textured

Alternative Headline, Subhead & Copy

Arial Family

Arial Bold
Arial Regular
Arial Italic

Avenir family is the typeface used in the core Naylor brand elements, including the brand mark, descriptor, tagline and affiliation line. To keep these elements distinct from other text, the use of Avenir should be limited. In cases where Avenir is unavailable such as emails and Microsoft Word documents that are not saved as PDFs, Arial is an acceptable substitute.



Examples

Typography Example

Headline: Avenir Black

Tracking: -25, use of triangle mark is optional

Subhead: Avenir Light

Tracking: 200, font size to leading ratio is 1:1.1

Copy: Avenir Light

Tracking: 10, font size to leading ratio is 1:1.2

Bullets, Separator & Footer Treatment

Triangle bullets are filled shape [▶] and NOT the triangle mark.

Square [■] or dots [•] can be used as alternative bullets.

Vertical lines [|] can be used to separate solutions.

TAGLINE

Empowering
associations to achieve success

A FRESH LOOK. THE SAME DEDICATION,
PASSION & INNOVATIVE THINKING.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent rutrum sapien eu met us mo lestie commodo. Donec nec augue odio. Aliquam eget lorem risus, vitae volutpat purus in posuere accumsan velit, a viverra elit accu.

- ▶ **Bullet 1**
- ▶ **Bullet 2**
- ▶ **Bullet 3**

- **Bullet 1**
- **Bullet 2**
- **Bullet 3**

BULLET 1 | BULLET 2 | BULLET 3 | BULLET 4



Naylor Brand Colors

Primary Colors



#005189

#4CC1E0

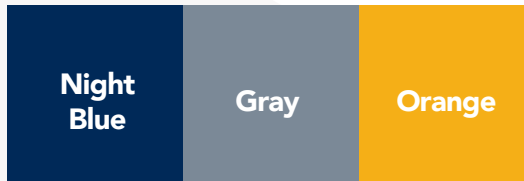
C 100
M 74
Y 20
K 5

C 61
M 2
Y 8
K 0

R 0
G 81
B 138

R 77
G 193
B 225

Secondary Colors



#002D56

#778591

#EFAB1E

C 100
M 74
Y 20
K 50

C 57
M 41
Y 34
K 4

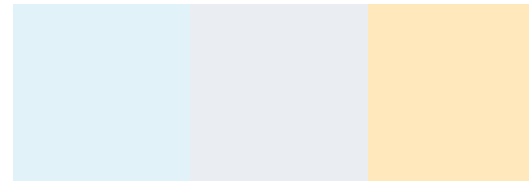
C 5
M 35
Y 100
K 0

R 0
G 45
B 86

R 119
G 133
B 145

R 239
G 172
B 31

Tint Colors



#DAF0F6

#E2E7E9

#FFE4B8

C 13
M 0
Y 2
K 0

C 10
M 5
Y 5
K 0

C 0
M 10
Y 30
K 0

R 218
G 240
B 246

R 226
G 231
B 234

R 255
G 228
B 184



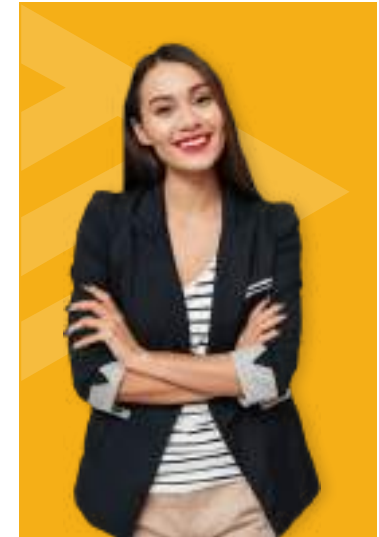
Art Examples

- Proven
- Reliable
- Aspirational
- Innovative
- Clean
- Unexpected

Naylor imagery and art should convey the brand's core attributes and depict open, airy spaces to reflect simplicity and independence. Look for opportunities to show movement or direction. Flat vector graphics with little to no gradient is recommended.

Use light to suggest aspiration, innovation, environment and energy. Strive for authenticity in imagery of people and avoid images that look posed.

Isolated People On Color



Casual Collaborative Imagery



Isolated Group Shots



SUPER GRAPHICS

Graphic Elements

As a part of our visual library, Naylor provides these super graphics to be used to in creating dynamic layouts. The shapes are intended to add depth and direction to your designs. You are free to explore the super graphics by way of cropping, scale, position, and color (keeping within the Naylor color palette). They can be combined in infinite ways.

The following pages show examples of how the super graphics have been used and combined to create textures that express Naylor's forward voice.



Materials Examples



MEMBER COMMUNICATIONS

Website Advertising Sales

Sedis dolorem hicientia qui dolestotas modignist quo ommoloria qui cupta dolore, consernatur aspe magnam qui blam, sam, illaut as dero beatur? Qui adia voles pa consequaeopro odis qui dolore dieneca pient endi ab isquibets rehendit desista tquaecusam qui rem ventem inis ium etum



empowering associations to achieve success



VISIT OUR BOOTH AT ASAE'S TECHNOLOGY EXPLORATION CONFERENCE DEC 7-9!

Empowering associations to achieve success [LEARN MORE](#) 

Empowering associations to achieve success [LEARN MORE](#) 

