These guidelines will provide you with an overview of our logo and how we use it.

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NAFA Fleet Management Association’s logo is made up of two distinct elements - our name and our symbol. Our name is our promise. Its strong, bold presentation represents our heritage and the confident approach to the way we conduct business. Our symbol embodies the soul and spirit of NAFA Fleet Management Association – Dynamic, Confident, Optimistic, Honest, and Real. It is vital that we use it consistently on all of our communications.

NAFA’s logo must always be used in its approved form to maintain its identity and integrity. It is a unique piece of artwork and must never be recreated. The NAFA Fleet Management Association name is also artwork and must never be typeset or recreated. The proportions of symbol to name are also fixed and may never be altered. Only the approved digital files can be used. You may obtain them from NAFA Headquarters, Scot Blum, Marketing & Communications Manager, sblum@nafa.org

Our logo is the foundation of our visual identity and a critical component of our communications strategy.
Our logo is a registered trademark. We have prepared these guidelines for its use in order to ensure it has legal protection.

When Members, Affiliates and fleet industry friends see our logo, they recognize the mark as something that they immediately recognize and associate with NAFA, our services, and our products. Similarly, when customers see our logo on a brochure or a poster, they know that the services provided will be consistent with characteristics and qualities with which they have become familiar.

Because our trademark communicates with our membership in this valuable way, we must maintain the quality and characteristics with great precision and consistency. Our logo serves to assure our membership that the services they receive originate from NAFA Fleet Management Association, thus ensuring the ongoing value of our business.

Variations in use, or the absence of standards, can eventually cause confusion, loss of recognition, and subsequent loss of the trademark protection. The strongest protection we can give our logo is to use it consistently and correctly. Always reproduce the NAFA Fleet Management Association logo from the official, authorized artwork.
NAFA Logo Configurations

There are two versions of the NAFA Fleet Management Association logo, with and without the chapter descriptor.

Remember: the Fleet Management Association logo must always be used in its approved form to maintain its identity and integrity. It is a unique piece of artwork and must never be recreated. NAFA’s name is also artwork and must never be typeset or recreated. The proportions of symbol to name are also fixed and may never be altered. Only the approved digital files can be used.
NAFA Logo Clear Space

If you find yourself with space restrictions, maintain at least the minimum amount of clear space around the logo as shown in the diagrams below. Clear space is the area surrounding the logo that should be free of any text, illustrations, borders, and other graphic elements.

As demonstrated here, we define the logo clear space by measurements taken from the height of the ‘N’ in our name.

Always give our logo plenty of room to breathe. Don’t overcrowd it.
The minimum size of the NAFA Fleet Management Association logo is 1.5”. When describing how the minimum size is determined, we refer to the horizontal length of the logo from the right to left side of the “Road Swish” element.

As a proud professional association, we place our logo prominently on our communications.
To help establish a consistent and recognizable style with our logo, we use one font family – Frutiger.

Designed by Adrian Frutiger in 1968, the Frutiger font has achieved wide acceptance within the design community. Clean, legible, and distinctive, it reinforces our reputation for innovation and professionalism. It is a straightforward and approachable typeface, making it ideal for developing communications where clarity, trust, and honesty are required.

The Frutiger font used in our logo is

**Frutiger Bold Italic**

When Frutiger is not available on desktop computers, Arial Bold Italic should be used in its place when creating your chapter descriptor.

**Arial Bold Italic**
Building strong color equity for NAFA Fleet Management Association brand is critical to strengthening brand awareness and visibility.

Used consistently over time, colors become associated with companies. Coca-Cola red and UPS brown are good examples of powerful brand colors. NAFA Fleet Management Association Blue is the new color of our logo and is our primary brand color. It was chosen because it is professional, confident, and dynamic; as well as honest, optimistic, and real – attributes which are important to our membership.

Different formulations have been specified for reproducing NAFA Fleet Management Association Blue. Whether creating a printed piece or incorporating our logo into a web page, it is important that we present ourselves uniformly across all of our communications.

NAFA Fleet Management Association Blue
When printing, use PANTONE® 293 C
When printing, use CMYK use C100 M63 Y0 K35
For Web, use RGB use R0 G61 B165
NAFA Logo Primary Brand Color Choices

In order to maintain a consistent appearance on both light and dark backgrounds, five versions of our logo have been created.

Always use the original, authorized artwork – never recreate, modify, or distort it.

The preferred color treatment for our logo is PMS 293.

For black and white applications, the solid black or the reverse white on black treatments are recommended. When printing the PMS 293 version in black and white, the blue will change to a tint of black and not look solid. This is to be avoided as it will take away from the impact of our logo.
When using our logo on dark colored backgrounds, a supporting color palette has been created for consistency when designing collateral material.

When printing, use PANTONE® 151 C
When printing, use CMYK use C0 M50 Y100 K0
For Web, use RGB use R255 G128 B0

When printing, use PANTONE® 363 C
When printing, use CMYK use C46 M0 Y69 K45
For Web, use RGB use R76 G140 B43

When printing, use PANTONE® 306 C
When printing, use CMYK use C100 M20 Y0 K11
For Web, use RGB use R0 G181 B226

When printing, use PANTONE® 123 C
When printing, use CMYK use C0 M25 Y80 K0
For Web, use RGB use R255 G191 B51

When printing, use PANTONE® 654 C
When printing, use CMYK use C100 M47 Y0 K56
For Web, use RGB use R0 G60 B113
NAFA Logo Use Checklist

Using this list as a tool, please take a moment to check:

- Have you chosen the correct logo format for your communication?
- Have you used the logo in the correct color?
- Is the logo correctly sized and placed?
- Have you given our logo enough room to breathe?
- Have you used the authorized artwork for the logo?

The success of our business depends on how well we communicate. Together, we will continue to build the NAFA Fleet Management Association brand.

Approved digital files can be obtained from NAFA Headquarters, Scot Blum, Marketing & Communications Manager, sblum@nafa.org. For more information or for help, call Scot at (609) 986-1056.

You should now have an initial understanding of how to use the NAFA Fleet Management Association logo.

Before you send any communication featuring our logo, make sure you have adhered to these guidelines.