

NAI Identity and Graphic Standards



Image and Identity

To convey a consistent, recognizable, and professional image, the following standards have been developed.

This logo uses the unique interaction of the letters NAI to create a form that is open to interpretation. The purely geometric right angles and straight lines convey professionalism and sophistication, while the organic, curved slash and exaggerated dot of the letter I speak to the friendly, informal nature of the field.

In addition, the typographic form creates the opportunity for viewers to add meaning. The form references potential readings in an abstract way, with the black portion representing the structured, built environment and the organic, colored elements represent the natural environment. The peaks of the letters N and A could be mountains or rooftops. The cross of the letter A could be the horizon or a river. The letter I could be read as a simple illustration of a human form or its dot could be the setting sun.



Identity Use and Guidelines

The NAI logo must appear on any NAI-sponsored printed, projected, or other media. All regions, sections, chapters and committees are to follow these guidelines. The logo must appear in its entirety (except in cases where the simplified NAI is used) without removing or manipulating any of its elements. The logo must not be skewed or otherwise altered.

Size

To maintain graphic integrity and typographic legibility, the logo should never be smaller than one inch wide. There are no restrictions on maximum size.



Color Usage

The logo will appear as black and one other color. Given the number of different media on which the logo will appear, including clothing, printed materials, and projected media, this flexibility provides the opportunity to create strong color combinations against various backgrounds.

Grayscale/Black and White Versions

When production limitations dictate the use of one ink, the logo will appear as black and gray (preferred) or all black.





Simplified NAI

In situations where only the letters NAI can be used, only the official version is acceptable. Examples might include use on pins, baseball caps, or specialty items.



Regions and Sections

Each Region and Section has a version of the logo that maintains the recognizable NAI symbol but substitutes text as appropriate. Regional logos include the word “Region” followed by a number included in the color element, and the word or words that identify the region in black. Section logos include the NAI symbol and text that identifies the section name.

Digital files for Region and Section logos are available through the national office or on the NAI website under “Resources for NAI Leaders” and “Policy Manuals and Forms.”

Regions and Sections that have developed logos independent of the national organization may continue to use them, provided they also include the national logo on all materials.



Alternate Forms

The typographic layout allows NAI to substitute the name of the association for events and affiliates while maintaining the integrity of the symbol. The flexible color usage allows subsets of the association to establish their own identity within the framework of the larger identity. National Workshop committees, International Conference locations, and affiliates of the association should incorporate the NAI symbol into their logos to maintain a consistent brand, but would be allowed the freedom to add other illustrative material to make their identities unique. (Generic versions of alternate logos are shown here to demonstrate how colors and type can be used within the framework of the identity system.)



Digital Files

All printed materials should incorporate print-ready TIFF or EPS files provided by the national office. (Important note: Except for those files posted on the “Resources for NAI Leaders” section of the website, files pulled from the Internet are not suitable for print purposes.) For the Internet or other projected media, the national office will provide JPEG or GIF files.

The NAI logo is the sole and exclusive property of the National Association for Interpretation (NAI). The logo may be used only by NAI or its recognized organizational units.