



Brand Guidelines



A Complete Branding Guide For NOMAR
New Orleans Metropolitan Association of REALTORS®

BRAND GUIDELINES





Table Of Contents

1. Logo	—	01-04
2. Color	—	05-07
3. Typography	—	08-09
4. Elements	—	10-11





Logo

The NOMAR logo design is deeply rooted in both the essence of Louisiana's natural beauty, and NOMAR's rich history of serving members in the Metro New Orleans area. Illustrative elements of the logo include a river, oak tree, and pelican, which embody the distinct flora and fauna of Louisiana while also symbolizing NOMAR's commitment to continued growth and dedication to advocacy for property rights. This emblem epitomizes NOMAR's identity—capturing professionalism, growth, and excellent service.

Longevity

The logo is completed at the bottom with bold, iconic, and timeless lettering that proudly displays the establishment year as 'Est. 1915.' This element serves as a powerful reminder of NOMAR's enduring legacy and longevity.

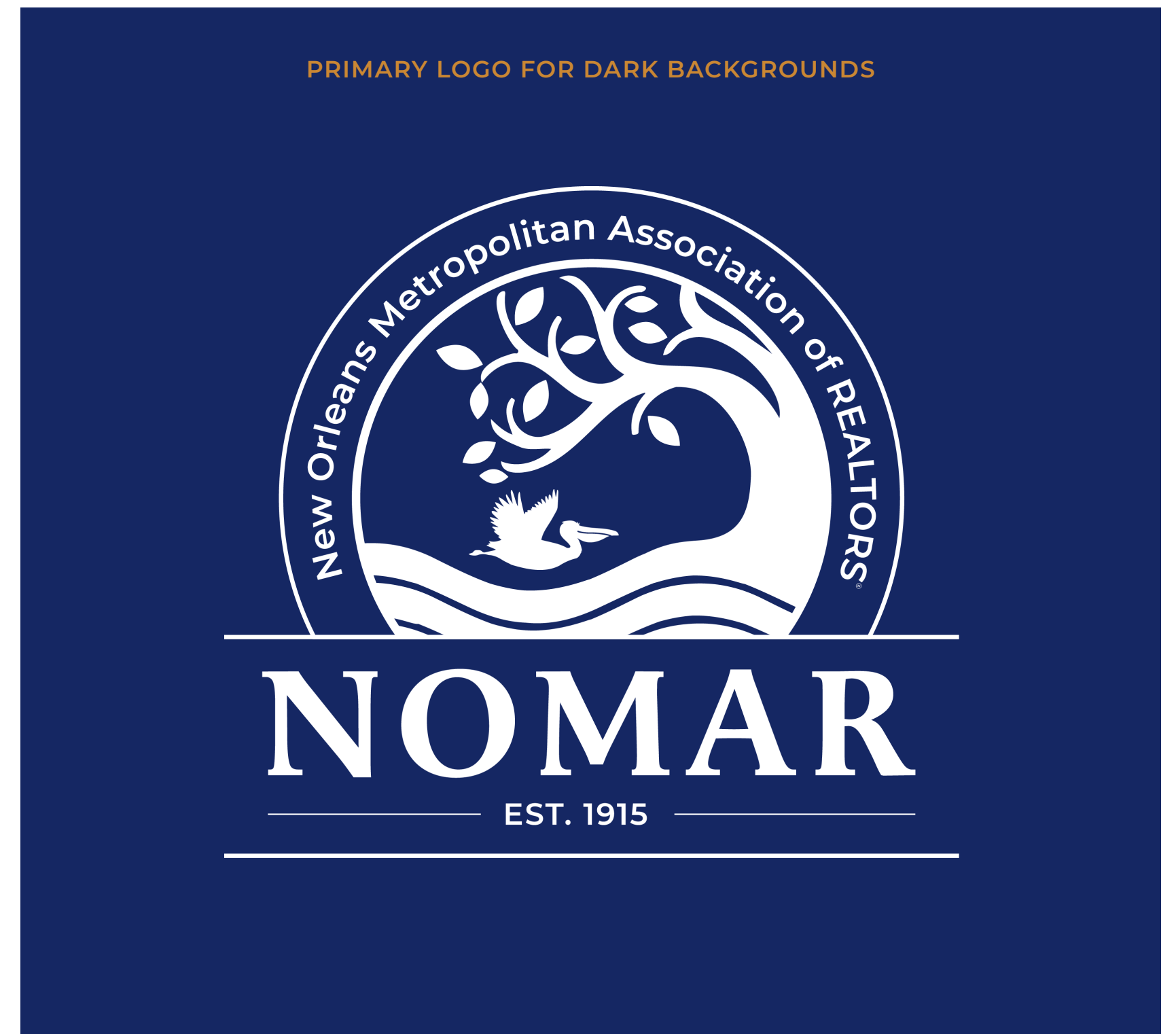
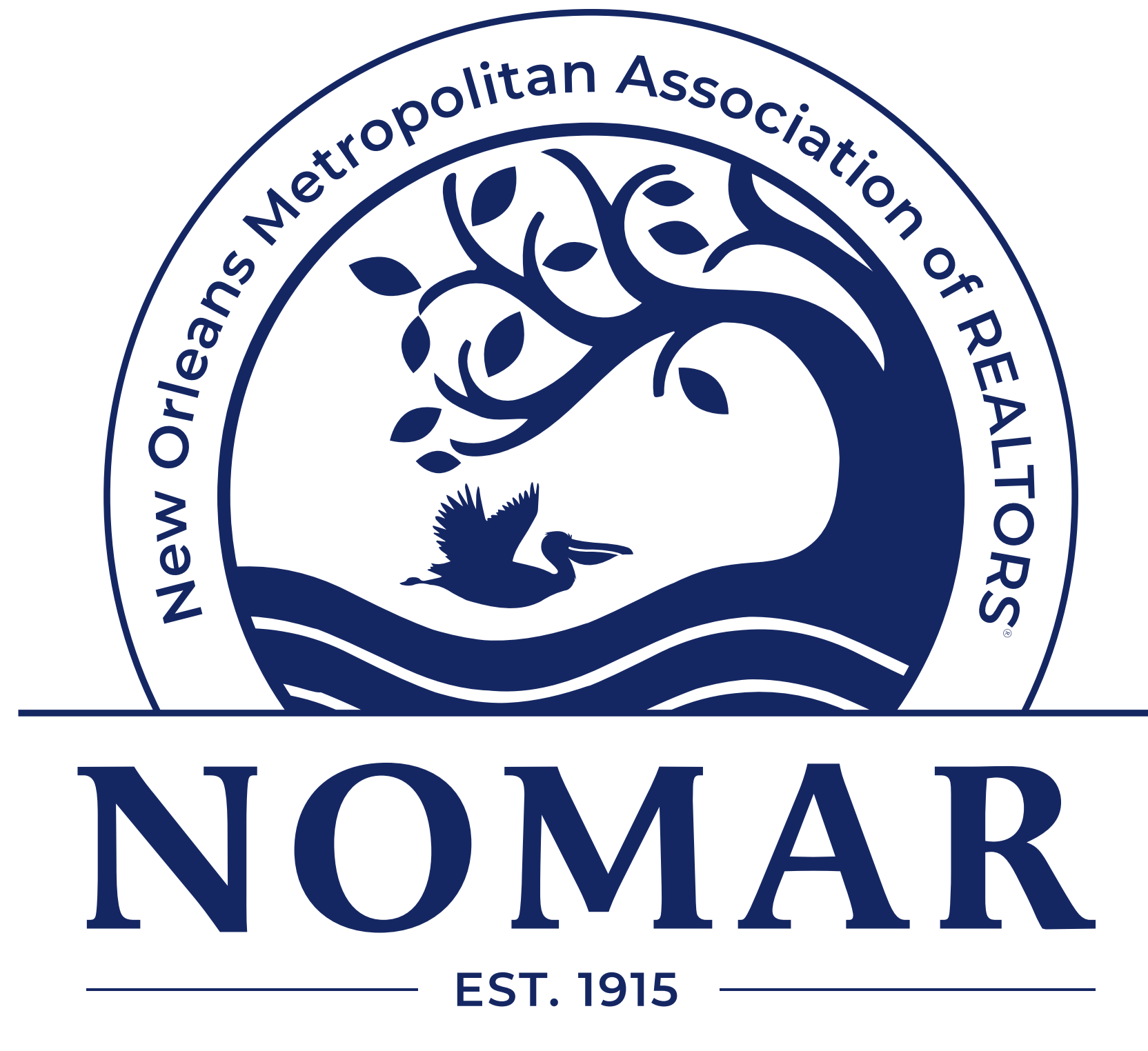




Primary Logo

The logo is strictly prohibited from undergoing warping, distortion, or recoloring. Refer to the spatial system guidelines for the recommended margins around the logo. Adhering to this practice is essential for preserving the logo's visibility.

BRAND GUIDELINES





Secondary Logos

Secondary logos are exclusively intended for use in situations where the primary logo may risk being cut off or distorted due to aspect ratio requirements.

SECONDARY HORIZONTAL LOGO



NOMAR

EST. 1915

THE VOICE OF REAL ESTATE

SECONDARY LOGO EMBLEM



SECONDARY HORIZONTAL LOGO FOR DARK BACKGROUNDS



NOMAR

EST. 1915

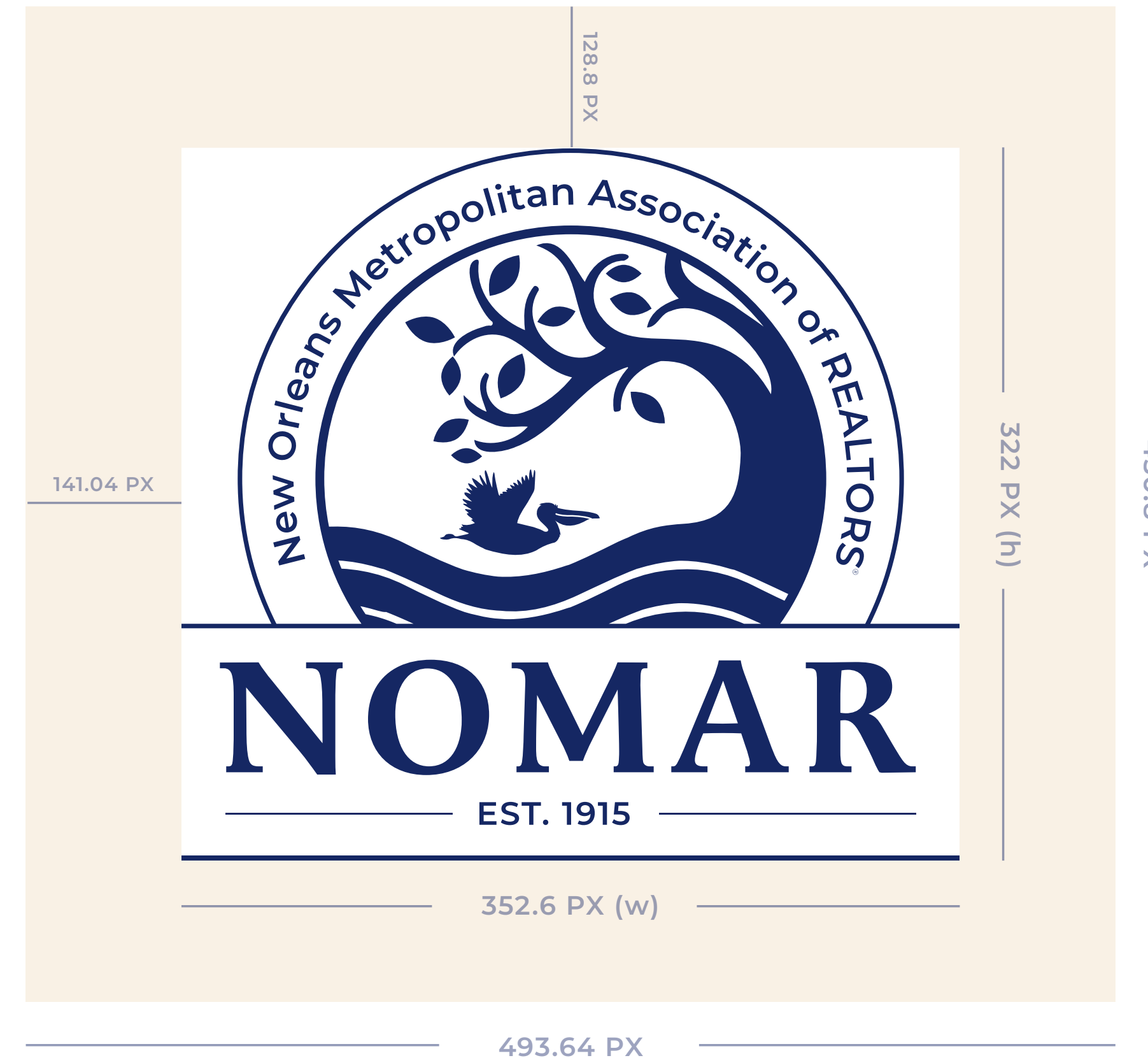
THE VOICE OF REAL ESTATE



Spatial System

All logos must maintain a margin equivalent to 0.4 times its height and width, as illustrated in the provided example. Making this a standard practice will ensure optimal visual balance, and contribute to a cohesive and professional brand presence across various applications.

The calculation of margin space involves multiplying the logo's width by 0.4 to determine the margins for the top and bottom, while the left and right margins are determined by multiplying the logo's height by 0.4.





Color

NOMAR's color palette features refined blue and yellow hues, echoing the original colors but elevated for a more sophisticated presence. The deep blue embodies NOMAR's trust, stability, and professionalism, while the golden yellow signifies optimism, warmth, and a commitment to fostering vibrant and flourishing communities. These colors pay homage to NOMAR's history while conveying a contemporary, timeless aesthetic and are complemented by a rust orange and forest green.



Primary

#152765

PELICAN BLUE
21 | 39 | 101
79 | 61 | 0 | 60
PANTONE 2119 C

#F99E29

LOUISIANA YELLOW
249 | 158 | 41
0 | 37 | 84 | 2
PANTONE 1375 C

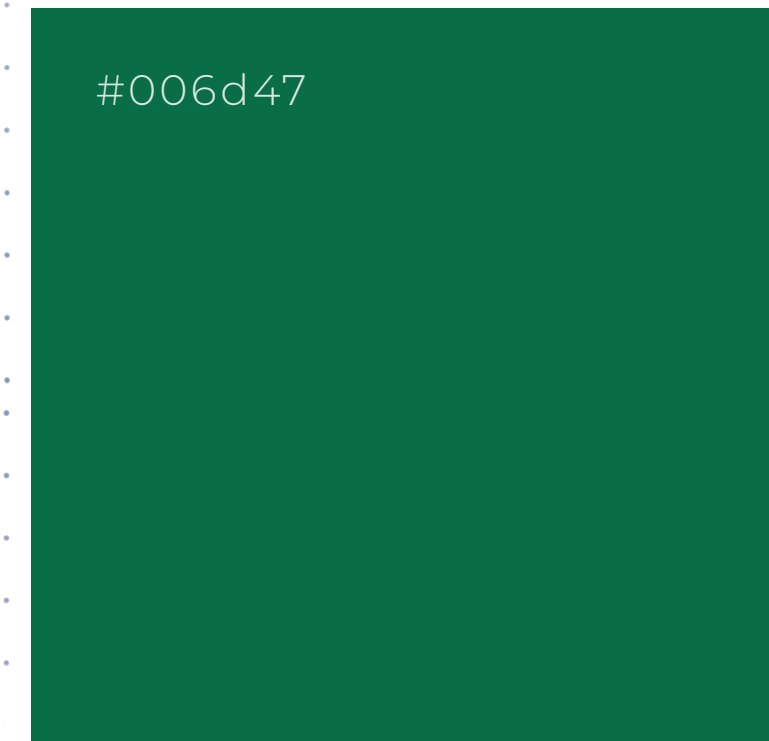
#fffaf0

MAGNOLIA
255 | 250 | 240
0 | 2 | 6 | 0



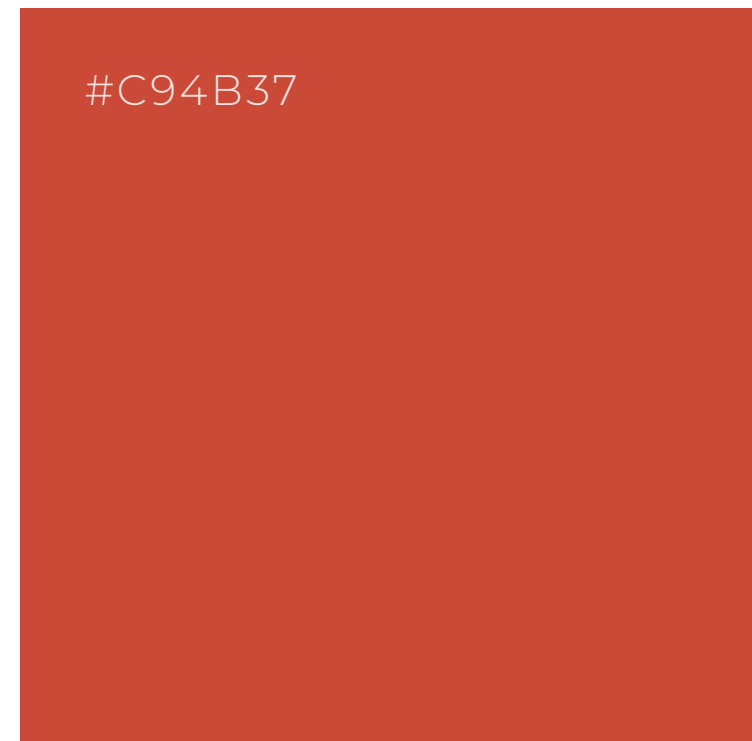
Secondary

#006d47



BAYOU GREEN
0 | 109 | 71
90 | 32 | 85 | 23
PANTONE 7727 C

#C94B37



CAYENNE
201 | 75 | 55
15 | 85 | 86 | 4
PANTONE 1375 C



Typography

NOMAR utilizes the Montserrat Family as its typographic system. This expresses commitment to a unified, modern, and enduring brand presence in the real estate industry. The heading typeface, Montserrat ExtraBold, captures attention with its strong, contemporary aesthetic, conveying authority and professionalism. The selection of Montserrat SemiBold for subheadings and Montserrat Regular for body copy ensures clear communication and readability, maintaining a cohesive and streamlined typographic identity. **The use of Montserrat Bold within the copy allows for the opportunity to emphasize text.** Collectively, these fonts establish NOMAR as a powerful presence and devoted institution.

03



Montserrat Type Family

MONTERRAT SEMIBOLD

SUBHEADINGS

MONTERRAT EXTRABOLD

Headlines

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvXxYyZz

0123456789!@#\$%^&*

MONTERRAT REGULAR

Body copy is the backbone of written communication, and plays a pivotal role in conveying brand messages effectively. The Montserrat type family consists of various weights and styles, offering a versatile palette that caters to the diverse needs of any communication strategy. Its assertive demeanor and timeless aesthetic have positioned Montserrat as a favored choice for branding, marketing materials, and other instances demanding visual prominence.

A a B b



Elements

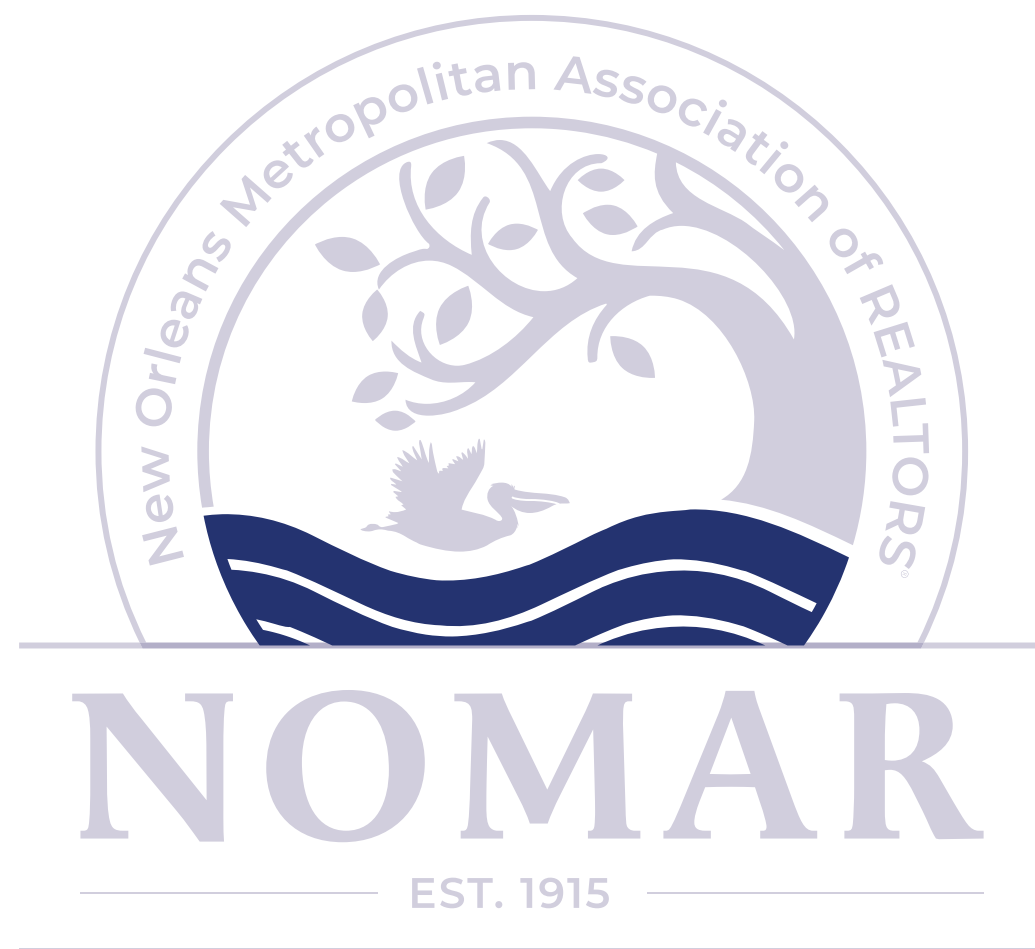
Integrating the river, tree, and pelican into NOMAR's brand is more than visual; it captures Louisiana's essence and reflects NOMAR's values. These unique elements symbolize continuity, growth, and nurturing, paying tribute to the state's environment. Beyond enhancing recognition, **they offer distinctive design opportunities for elevating brand collateral.**



THREE RIVER CURRENTS

River

The river, a symbol of seamless integration at local, state, and national levels, represents NOMAR’s foundational values of advocacy, education, and professionalism. Governed by three influential boards—NOMAR, CID, and GSREIN—the river currents embody the forward movement of the association.



GROWTH

Tree

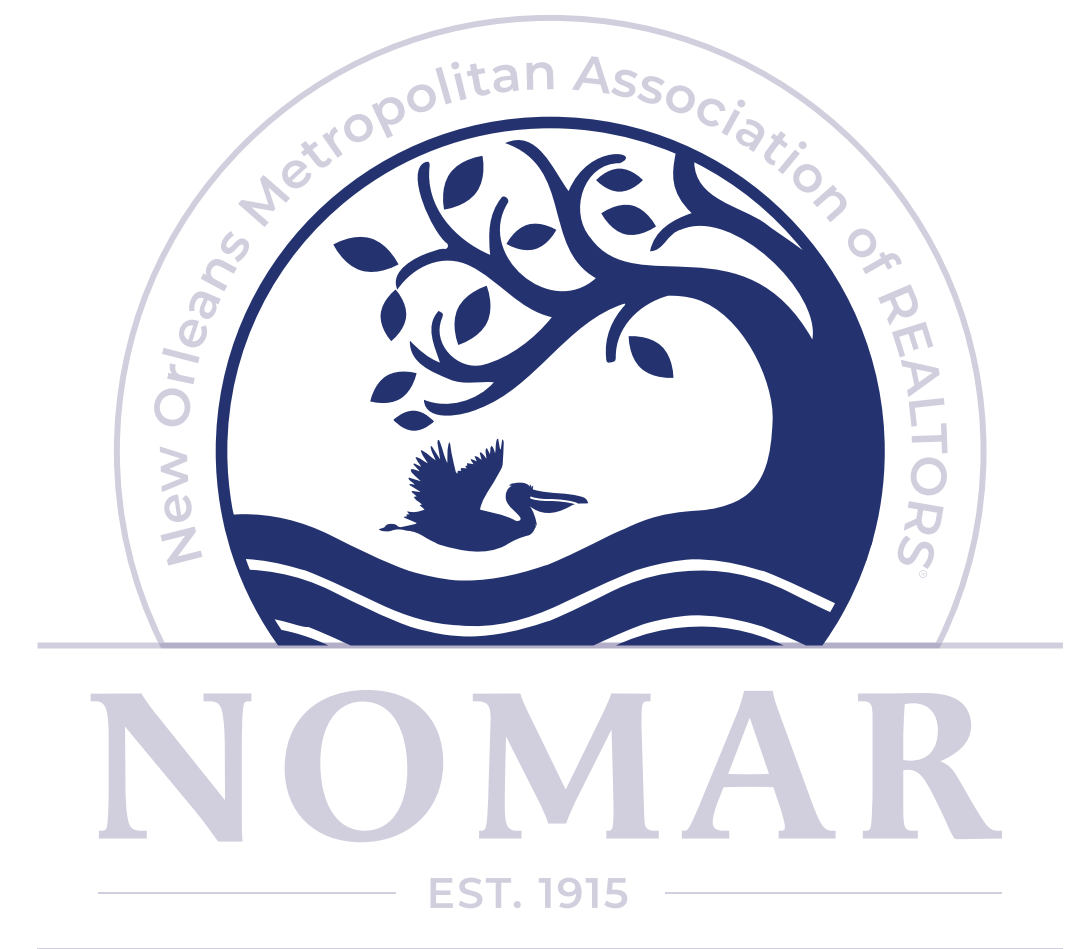
Nestled within the river, the tree symbolizes NOMAR’s firm roots in growth and reflects the association’s commitment to continuous expansion while staying true to the region’s culture and traditions.

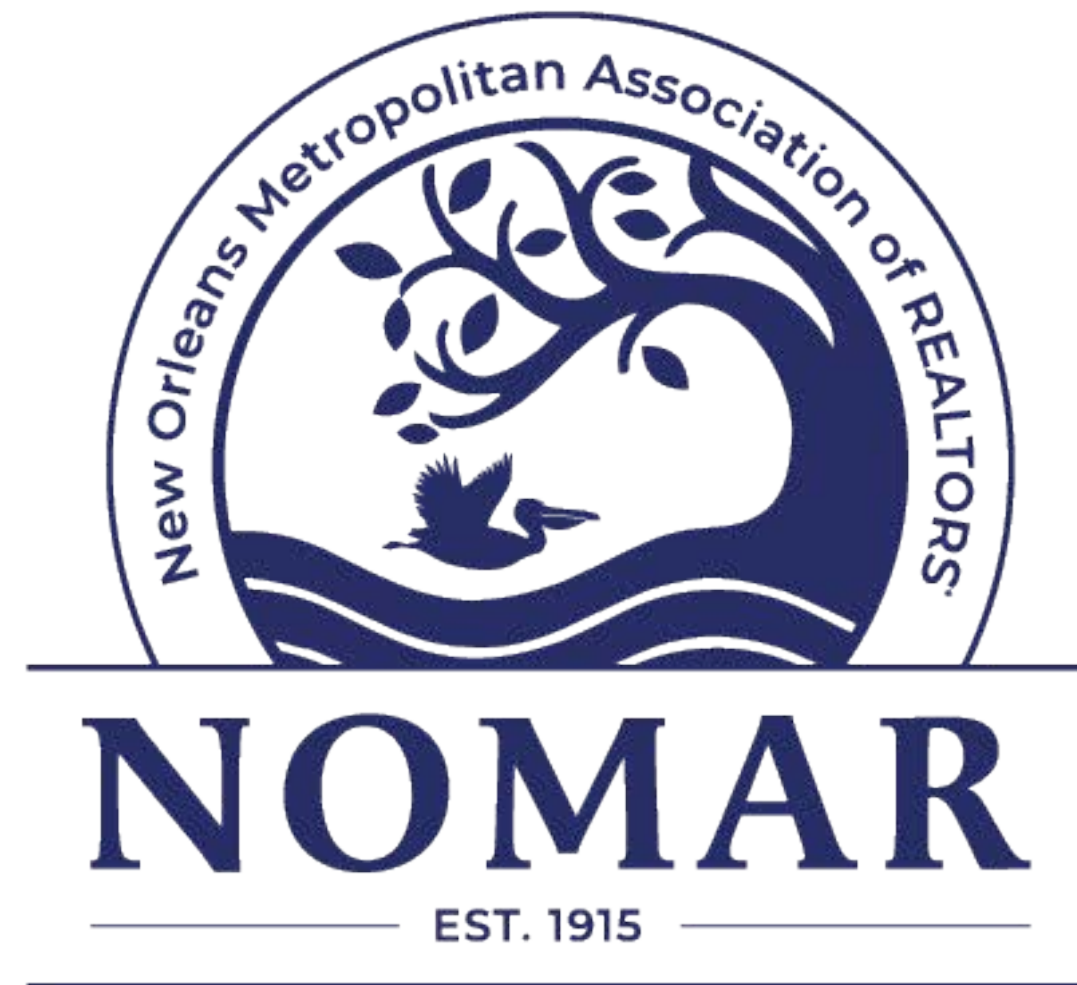


COMMITMENT

Pelican

Louisiana’s state bird known for its generous and nurturing nature towards its offspring, embodies NOMAR’s commitment to its members and mission. As advocates for home ownership and property rights, NOMAR draws inspiration from the pelican’s inherent qualities in serving the community.





BRAND GUIDELINES

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The Voice of Real Estate

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