

NATIONAL ASSOCIATION OF REALTORS®

RPAC Brand Standards

BACKGROUND:

In discussions over the last several months regarding application of brand standards to the REALTOR® Party, the issue of how best to approach RPAC has resurfaced. In those discussions, decisions have been made to connect both the REALTOR® Party and Homeownership Matters identities to NAR in a co-branded relationship, consistent with the approach to other similar NAR programs. It has also been clarified by DC staff that there is a difference between REALTOR® Party and RPAC offerings, and as such, RPAC should not reside beneath REALTOR® Party in the brand hierarchy, but be at the same level.

In all assessments of application of the brand standards, we strive for consistency in approach while most powerfully reflecting the accurate and allowable relationship to NAR, consistent with best practices in brand strategy and architecture. We also explore and evaluate if parties beyond NAR may use the program identify. These efforts result in increasing overall recognition of the connection to the NAR brand, which has a significant positive impact on member perception of trust in the individual program, as well as on the value of membership.

PAC LOGOS:

Connection of PACs to a parent organization can be done in many ways. We must show a connection to NAR, when NAR is communicating about RPAC, as well as abide by the rules governing the use of the REALTOR® brand and marks. Because the RPAC logo is also utilized by state and local REALTOR® associations, it is therefore critical for NAR to distinguish when NAR is communicating about RPAC, so it is clear to the audience.

The brand standard for RPAC is further supported by the following:

- 1) Legal has determined there is no legal reason prohibiting the RPAC Logo and the NAR logo when NAR from being displayed together.
- 2) We have found no instances in which displaying the RPAC logo without connection to NAR would benefit communication of this program from the National Association.
- 3) There are limitations when using the stand-alone RPAC logo, especially in legibility of the NATIONAL ASSOCIATION OF REALTORS® type, beneath the RPAC logo, resulting in decreased recognition of that relationship.
- 4) NAR's trademark policy prohibits the use of NATIONAL ASSOCIATION OF REALTORS® under the RPAC Logo when a State or Local Association or any other entity is speaking. For maximum clarity, the approach to identification should be consistent across National, State and Local Associations. Legal supports the practice of State and Local Associations either including their name beneath the RPAC logo or placing their own logo adjacent to or in close proximity to the RPAC logo when communicating the program (see State & Local Recommendations on next page).
- 5) Representation of the RPAC relationship to NAR should be consistent with the approach for

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other programs across NAR, including REALTOR® Party and other NAR co-brands.

GRAPHIC STANDARDS:

NATIONAL:

When NAR is communicating RPAC (when NAR is “speaking”):

1. Always co-brand the RPAC logo (without NATIONAL ASSOCIATION OF REALTORS® or tagline in type beneath) with the NAR logo before it, like similar programs being provided by and communicated from NAR.



2. Use size and placement guidelines for co-brands.

3. The only exception to the first rule is when the space available causes the Block R to become smaller than the minimum allowable size of .375” wide in print and 20 pixels wide in digital. Only when this is the case, the RPAC logo with NATIONAL ASSOCIATION OF REALTORS® in Garamond type beneath is acceptable.



As always, contact the Marketing team with any questions that arise as to the best way to apply these guidelines in various cases.

STATES & LOCALS:

When State or Local Associations are communicating RPAC (when they’re “speaking”):

4. DO NOT:
 - a. Use the NAR logo in any way, including the co-branded treatment, which is restricted to use only by NAR
 - b. Use the NATIONAL ASSOCIATION OF REALTORS® type beneath the RPAC logo

5. DO show the relationship to the State or Local Association in one of the following two ways:

- a. Placing the State or Local Association logo adjacent to or in close proximity to the RPAC logo.



- b. Including the State or Local Association name in type beneath the RPAC logo.

