NATIONAL FLOOD
INSURANCE PROGRAM

LOGO STYLE GUIDE

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WHAT IS A STYLE GUIDE?

The National Flood Insurance Program (NFIP) logo depicts the risk of flooding and the role of the program in protecting homes and communities. The logo, seen at the left and below on a red warning label, features a simple but powerful graphic depiction of three homes and three waves of water.

The NFIP logo is used across a wide variety of informational and marketing materials, including booklets and brochures; websites for public, government, and insurance industry audiences; television and print advertising; direct mail; handbooks and how-to guides; and partner websites and communications. It is important that the program present a consistent face as communication takes place with multiple audiences across multiple media.

This Style Guide defines the ways the logo can (and cannot) be used so that the NFIP visual identity is clear, consistently applied and effective, whenever it is used.

THE LOGO

The NFIP logo was redesigned in 2008 to be a simple, bold and effective graphic element to represent the National Flood Insurance Program. The logo is comprised of three parts — houses, water and a wordmark. Because these three elements were designed to work together, the logo should never be typeset, recreated, or altered in any way.

The preferred version of the NFIP logo is the two-color symbol with the wordmark beneath the flooded homes, shown above. Occasionally, a more horizontal version of the logo may be needed in order for the wordmark to be legible. In these rare situations, the wordmark may appear to the right of the homes, as seen below. The horizontal version of the logo is primarily reserved for Web use, such as an Internet banner ad.

horizontal version
(for use only in special
situations)

LOGO COLOR VARIATIONS

TWO-COLOR
When used on a white or other light-colored background, the color version of the logo is visually appealing and its message is quickly understood.

ONE-COLOR (Black)
While the two-color logo is preferred, sometimes reproducing the logo in color is not an option. In these situations, an all-black version of the logo may be used. This one-color logo is ideal for documents that will be photocopied or faxed.

GRAYSCALE
This version of the logo is ideal for newspaper, where color reproduction is not always an option but shades of gray (halftone) are.

PLEASE NOTE: To ensure that the logo's legibility is never compromised, under no circumstance should any of these versions of the logo ever be used on a dark background. Please see the next few pages for more information on using the logo on a dark-colored background or over a photo.

LOGO REVERSED

REVERSED LOGO
For Use on a Dark Background
To maintain a consistent and recognizable brand identity, the two-color version of the logo should be used whenever possible. But when the logo must appear against a dark background, the blue and black colors in the preferred color version of the logo are not legible. A reversed version that is all white should be used instead.

REVERSED LOGO ON RED
Since red is a prominent NFIP color (see page 14), the logo often appears on a red background or on the red Label (see page 9). In these situations, the logo is **not** reversed out in all white as stated above. Instead, the houses are black, the water is blue and the wordmark is white. The only time the reversed logo may be altered this way is when it appears on a red background — not any other color.

PLEASE NOTE: To ensure that the logo's legibility is not compromised, the reversed logo should never be used on a light background. Always use the main two-color logo or its one-color black alternative when using the logo on a light background.

LOGO ON PHOTOGRAPHY

The impact of the NFIP logo can be compromised when it is placed near photos, text or other logos. Whenever possible, it is advised that the logo should stand on its own to maximize its impact. When the logo must appear over a photograph, as it does in many marketing and advertising materials, there must be sufficient contrast to ensure the logo's legibility. If the photo has a sufficient light or pale area where the two-color version of the logo will be legible, then it should be used. However in most circumstances, *the NFIP logo is most discernible over a photograph when placed on a dark part of the photo in its all-white reversed version.*

The logo is successfully used below and in the example on the next page on a dark part of the photograph where it does not compete with the subject matter of the photo itself. Additionally, the logo may appear — as it does in many of the NFIP marketing and advertising materials — over a photo as part of the Label (see page 10).

LOGO ON PHOTOGRAPHY
CONTINUED

In this photograph, the water at the bottom right corner was digitally darkened to ensure that the logo was legible and did not compete with the white waves of the water.

LOGO MISUSE

CORRECT
Two-Color Logo

Do not move, separate or eliminate any of the logo elements.

CORRECT
One-Color Logo

The houses are more legible when they are separated, so do not remove the lines that divide them.

CORRECT
Grayscale Logo

The windows are an integral part of the houses and should therefore not be removed.

The one-color version of the logo may only be used in black or reversed in all white, but not in any other color.

The wordmark should be treated as a graphic element and therefore should not be typeset.

The only element in the logo that is blue is the water — not the houses or the wordmark.

Do not alter the proportions of the logo elements.

CLEARSPACE

To ensure the NFIP logo is as prominent and legible as possible, it should always be surrounded by a minimum amount of clearspace. Clearspace isolates the logo from competing graphic elements such as text, photography or background patterns that may divert attention from it.

In the example above, the clearspace is indicated by the letter "*x*", where "*x*" is equivalent to the height of the window in the middle house. This rule applies regardless of what size the logo is reproduced.

THE LABEL

The Label is used as a marketing message in print and television advertising, collateral, and Web marketing for NFIP. The logo is featured on the left side of the Label with the houses in black, the water in blue and the wordmark in white. The Web address and tagline — always in white and black, respectively — appear on the right.

Careful consideration has been given to the placement and color usage on the Label to ensure maximum legibility. To maintain a consistent brand image, it is important to follow the guidelines about color and size issues presented in this Style Guide. Examples of how the Label can and cannot be used can be found on the next few pages.

LABEL ON PHOTOGRAPHY

Because the Label is red and has a drop shadow, it usually stands out on photography very well. Always ensure that the Label is large enough on the photo so the logo is legible (see Minimum Size information on page 13).

LABEL MISUSE

CORRECT LABEL

The water element is always blue and never black, white or gray.

When the windows are white, they call too much attention to themselves. The windows must always be “clear” so the Label is revealed.

The all-white reversed version of the logo should not be used on the Label. Only the wordmark is white, while the houses are black and the water is blue.

Because the wordmark conflicts with the website and tagline, the horizontal version of the logo should never be used on the Label.

LABEL MISUSE
CONTINUED

To maintain consistency in its messaging, the NFIP Label must always be red.

When the Label includes the logo it should only contain the Web address and tagline or phone number. Do not replace hese two lines with other text of any kind.

To ensure maximum legibility, the Web address must always be white while the tagline or phone number is always black (the opposite is incorrectly featured in this example).

The logo should always fill the left side of the Label and should not be resized or moved.

To ensure consistency of the marketing campaign, the only items that should ever appear within the label are the NFIP logo, its Web address and tagline.

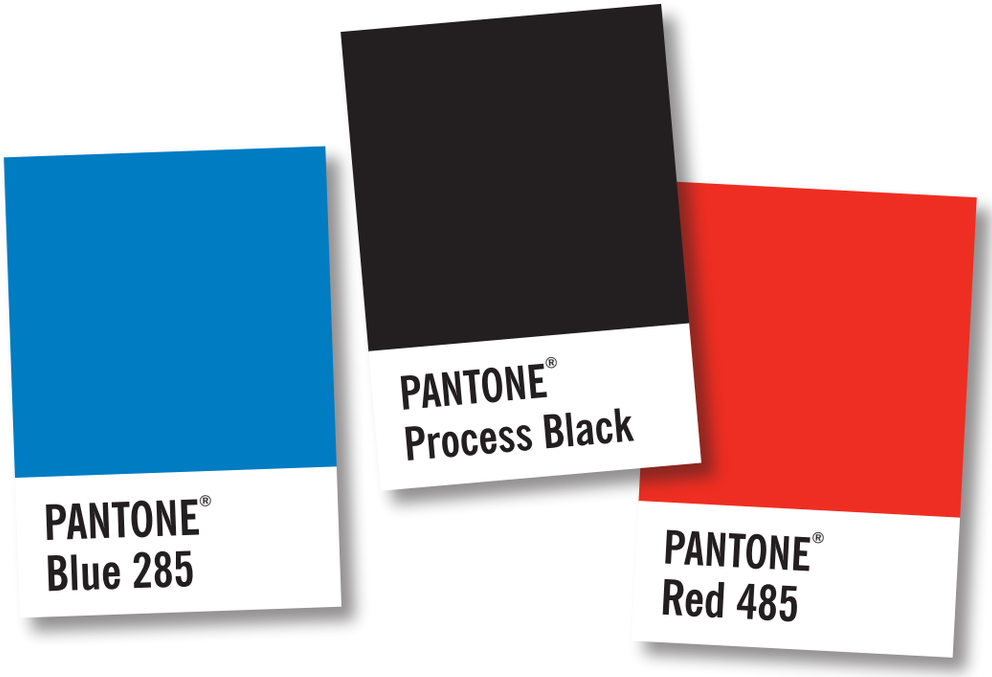
MINIMUM SIZE

The NFIP logo has been designed to retain its legibility in a variety of sizes. But if it shrinks down too much, the houses and water become indistinguishable and the type is illegible, so the overall impact of the logo is diminished.

The minimum size of the NFIP logo is always determined by its height, not its width. The height of the logo should always be at least 9/16ths of an inch high, equivalent to 0.5625". The example above shows the logo at its smallest reproducible size.

When the logo is used at its minimum size of 9/16ths of an inch high, the red Label is approximately 2.5" wide, as seen above.

COLOR PALETTE



The colors listed above include the blue and black in the NFIP logo and the red used in the Label. Together, these colors comprise the palette that should be used as the basis for all NFIP materials. Consistent and repeated use of this simple yet bold color palette will help establish and maintain the NFIP visual message across different mediums. Listed below are the color breakdowns in a variety of different formats.

Pantone® Color	C	M	Y	K	R	G	B	Web
Pantone 285	89	43	0	0	0	119	212	0077d4
Process Black	0	0	0	100	0	0	0	000000
Pantone 485	0	95	100	0	238	50	36	cc3333

TYPOGRAPHY

The repeated use of a typeface or font helps to maintain a consistent visual identity across all types of NFIP materials. News Gothic, a clean and simple sans-serif font, should be used whenever possible.

News Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

News Gothic Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

News Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

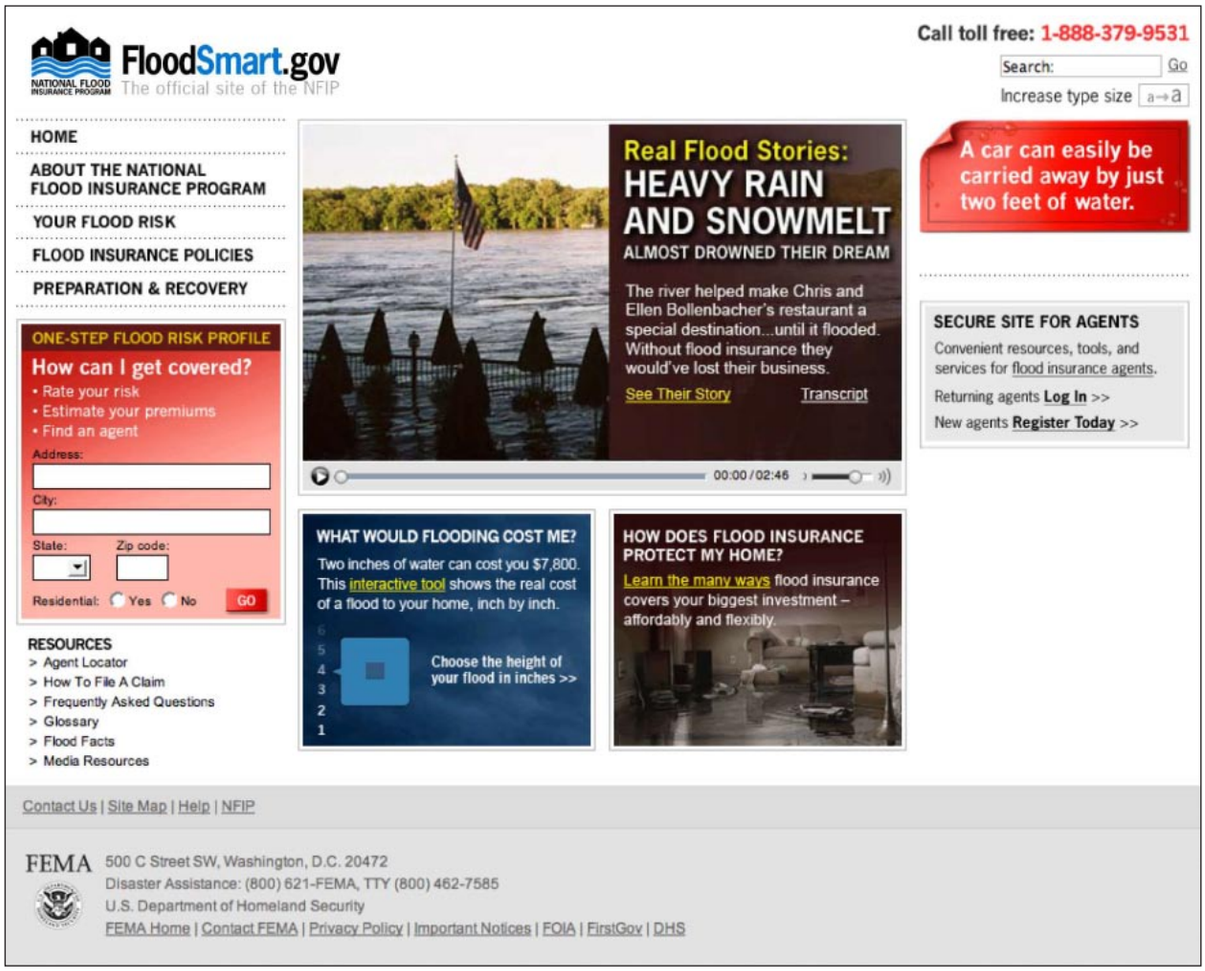
News Gothic Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ON THE WEB

The NFIP website, located at **www.FloodSmart.gov**, is designed within the style parameters featured in this Style Guide. The logo is always featured in the top left corner of the page. Note the consistent use of the News Gothic typeface (page 15) and the red, black and blue (page 14).

The FEMA logo and contact information can be found at the bottom of the website. Please see the next page for more information on the role of FEMA in the NFIP marketing message.



NFIP & THE FEMA LOGO

The Federal Emergency Management Agency (FEMA) was created in 1979 as an independent agency. Its role was to respond to hurricanes, earthquakes, floods and other natural disasters. After the September 11 terrorist attacks in 2001, the United States government created the Department of Homeland Security (DHS) for the task of responding to, planning for, recovering from and mitigating against disaster. FEMA became one of the many agencies under the umbrella of the U.S. Department of Homeland Security. (Other agencies also under that umbrella include the U.S. Citizenship and Immigration Services, Customs and Border Protection, Immigration and Customs Enforcement, and the Transportation Security Administration.)

The fact that NFIP is a program backed by the U.S. government is an important part of its marketing message, and one that should be clearly stated to the homeowners, renters, owners of commercial property, mortgage lenders, and agents who comprise NFIP's audience. Please use the following approved sentence on any printed, broadcast, or on-line materials:

> The National Flood Insurance Program (NFIP) is administered by the Federal Emergency Management Agency (FEMA), a component of the U.S. Department of Homeland Security (DHS).

This sentence, in most situations, should be accompanied by both the NFIP and FEMA logos. The FEMA logo, shown below, incorporates the wordmark and the seal of the U.S. Department of Homeland Security. The FEMA logo exists in a variety of color solutions to suit different needs.

Whenever the two logos are used side by side or on top of one another, please follow the logo guidelines found in this Style Guide as well as the DHS Usage Guidelines. Please see page 18 for information about obtaining a copy of the FEMA logo and the DHS Usage Guidelines.

FEMA

FOR MORE INFORMATION

NATIONAL FLOOD
INSURANCE PROGRAM

All requests for logos, fonts, or artwork, as well as any questions regarding the use or application of the NFIP logo, NFIP Warning Label, and/or the FEMA and U.S. Department of Homeland Security Department logos should be directed to:

FEMA Account Team
JWT Atlanta
404.365.7300