HOW TO USE THIS GUIDE

The National Association of Landscape Professionals’ brand is more than words on paper or a screen. It lives in each interaction with members, with partners and with each other. As NALP employees, we must communicate our brand consistently and with impact, whether in a conversation, a pitchbook, an email or a marketing piece.

Our visual identity supports our brand by providing a compelling and consistent way to communicate our personality and brand essence. It helps set us apart from our competition. Its tone and visual style reflects who we are and why we are unique. Its distinctive look allows our audiences to recognize us even before they read our name or see our logo.

Our brand guidelines provide instructions for applying our visual identity consistently across all communications. This is key to creating long-term recognition and impact. At the same time, our guidelines are flexible enough to accommodate particular needs and reflect individual creativity. Please read the NALP Brand Guidelines carefully and consult them when creating a new NALP communication.
1.0 BRAND STRATEGY

The National Association of Landscape Professionals’ brand strategy serves as a guiding principle for the way our organization thinks, behaves and communicates. Adhering to these principles will enable NALP to make a clear, consistent and compelling impression with our audiences at every touchpoint.
BRAND PILLARS

INVALUABLE KNOWLEDGE PLATFORM
Whether our members are joining the industry, expanding their skills or growing an existing business, we offer industry-leading educational resources and peer-to-peer connections that help our members solve business challenges and elevate their performance and expertise.

RELENTLESS ADVOCACY
We will do everything in our power to fight for our members’ most pressing issues. From pesticide and water use to H-2B regulations, our members’ ability to build their business will always be a central focus for our association.

THE HIGHEST STANDARD
Our role is to define—and maintain—the highest standards of professionalism in the landscape industry. Through diligently promoting the value our members provide, we will continue to increase the public’s recognition of the value National Association of Landscape Professionals members deliver.

Our brand pillars are strong, differentiating concepts that, used together, support our overall positioning. As the building blocks of our brand, they act as a powerful tool to inform and support efforts for branding, marketing and even business operations.
BRAND POSITIONING

Positioning Statement

We are the National Association of Landscape Professionals, the only national organization built by the collaboration of landscape and lawn care industry professionals, and we are committed to helping our members achieve success. With a platform for growth founded on educational resources and peer-to-peer sharing on a national scale, we provide members with invaluable access to the best ideas and practices in the landscape industry. With deep relationships with legislators and policymakers, we are the voice of our members and our industry amid an increasingly challenging regulatory environment. And, with a focus on professionalism that is establishing the highest standard in the industry, we are driving consumer preference for our members’ services. We are driving the future of our industry.

Brand Essence

ESSENTIAL FOR GROWTH

Our positioning statement defines who we are, what makes us different, and why our members and prospective members should care. It weaves all of our brand pillars into a single statement, serving as an internal manifesto that informs our communications, culture and behavior.

Our brand essence is the distillation of our brand positioning. It is at the heart of who we are and why we exist. As the only national association advocating for landscape and lawn care industry members, we are essential to the growth of their businesses and our industry.
BRAND VOICE

**VITAL**
We are the only national association for our industry, and our aim is for the public to understand the essential economic, social and environmental benefits our members bring to society.

**BOLD**
We tirelessly advocate on behalf of our members among legislators and policymakers, providing a leadership voice and a forward-looking perspective for our industry.

**FOCUSED**
We will carefully consider our current and future initiatives and programs to ensure we bring the most value to our members in a structured and clear way.

**NUPTURING**
We take pride in helping our members grow and improve their businesses, just as they take pride in bringing value and enjoyment to their customers’ indoor and outdoor green spaces.

Our brand voice reflects the core “personality” attributes of our brand and informs the tone and style for verbal and visual executions of the brand. We can also use brand voice attributes to inform our behaviors.
2.0 VISUAL ELEMENTS

The visual identity for The National Association of Landscape Professionals expresses the Association’s vitality, energy and the convergence of many people and professions working to grow together. The guidelines on the following pages provide instruction for the reproduction of NALP’s visual elements such as the use of color, typography, graphics and imagery.
Our logo is the cornerstone of the National Association of Landscape Professionals brand. Only NALP approved artwork should be used. Never try to recreate, modify or augment the logo in any way.

Our preferred logo is composed of two elements: the NALP symbol and the name, “National Association of Landscape Professionals.”

Clear space guidelines are provided to help maintain integrity and presence when our logo is placed in proximity to competing visual elements. Positioning text or other elements within the clear space is not acceptable.

Never apply the logo (in print or digital applications) smaller than the minimum sizes specified above.

Any printed piece should use the vector logo (EPS). These scale without any loss in quality.

If you are using the logo for digital applications only, you may use the raster version (PNG) to avoid seeing an on-screen PDF font rendering issue.
The National Association of Landscape Professionals brand architecture has been simplified to build strength in the NALP brand. In most cases, events, programs and other unique brands that had their own logos should now be represented in text only.

However, there are four exceptions: the “Foundation,” the “Awards of Excellence,” the “STARS Safe Company Program,” and “Accredited.” Because of their strategic importance to the Association, these four programs have their own “logo lockups” as shown above.

No other names should be “locked up” to the logo. The logo clear space defined on page 2.2 should be followed at all times. Should you have any questions, please contact marketing@landscapeprofessionals.org or call 800-395-2522.
The National Association of Landscape Professionals logo is reproduced in the color examples above. See page 2.6 for comprehensive color specifications.

On white backgrounds, the logo is colored in NALP green. The logo can be colored black on a white background only if color reproduction is not available.

The NALP logo can be reversed (white) from all NALP core and support colors as demonstrated above.
It is important to consistently reproduce the National Association of Landscape Professionals logo. Some examples of common misuse are shown above. Although these do not represent every instance of misuse, they do illustrate some common situations to avoid.
COLOR PALETTE

Core Colors

- Pantone® 7738C
  C 74 M 0 Y 98 K 2
  R 72 G 162 B 63
  HTML 48A23F

- Pantone® Cool Gray 9C
  C 30 M 22 Y 17 K 57
  R 117 G 120 B 123
  HTML 75787B

Support Colors

- Pantone® 561C
  C 84 M 20 Y 58 K 54
  R 0 G 89 B 76
  HTML 00594C

- Pantone® 349C
  C 90 M 12 Y 95 K 40
  R 4 G 106 B 56
  HTML 046A38

- Pantone® 7730C
  C 68 M 0 Y 71 K 18
  R 75 G 149 B 96
  HTML 4B9560

Tints

100%  | 70%  | 30%
--- | --- | ---
100%  | 70%  | 30%
100%  | 70%  | 30%
100%  | 70%  | 30%
100%  | 70%  | 30%

The National Association of Landscape Professionals color palette is composed of 2 Core colors, 3 Support and a range of tints.

**CORE COLORS** are intended for all NALP communications and should be the dominant color palette. Some examples we would see these colors in use include: a PowerPoint cover, a brochure cover, and/or a website landing page.

**SUPPORT COLORS** can be used across NALP communications as support colors for variety and pacing. Examples of where we use these colors include: PowerPoint content slides, brochure spreads and website subpages.

**TINTS** are used very rarely on their own. The purpose of these colors is to create patterns and to highlight text in typography.
THANK YOU

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