



National Association for  
College Admission Counseling

# Member Identification with the National Association for College Admission Counseling (NACAC)

March 2008

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NACAC Bylaws (last amended October 2006) ARTICLE II, Responsibilities of the Membership, states that “members shall act in accordance with the Statement of Principles of Good Practice for Members of NACAC. While members are encouraged to identify themselves and their institutions as NACAC members and subscribers to the Statement of Principles of Good Practice, such identification shall not be used in a manner that suggests or implies endorsement by NACAC.”

In March, 2008, the NACAC Board of Directors approved the following policy with regard to member use of the NACAC logo.

- The NACAC logo is a registered mark owned by the National Association for College Admission Counseling. The NACAC logo may not be altered in any way by any party.
- NACAC members may request electronic versions of the logo from the association and must adhere to the following rules:
  - The official NACAC logo may be placed next to, but may not be incorporated into, any other logo or graphic design. Likewise, the logo may not be combined or placed over other design elements such as photography, type or borders. The logo’s original horizontal-to-vertical proportions must remain intact and the logo’s color should not be changed. The logo’s association title must remain legible.
  - Members must use the following statement when using the NACAC logo to show their membership in NACAC.

**“[INSERT INSTITUTION/ORGANIZATION OR INDIVIDUAL NAME] is a member of the National Association for College Admission Counseling and subscribes to the Statement of Principles of Good Practice.”**

- The statement should not be used in a manner that implies NACAC approval of endorsement of non-NACAC programs, products, or services.
- When used on Web sites, the NACAC logo must be hyperlinked to the NACAC Web site home page.
- Members not using NACAC’s logo are free to include the words “member of NACAC” in their communications.