



## Logo Use Policy by Members

### Revised Policy

#### Member Identification with the National Association for College Admission Counseling September 2015

NACAC Bylaws (Article III.4.) states “members shall comply with the *Statement of Principles of Good Practice*, the association’s code of conduct, to ensure high professional standards in the recruitment of students and the transition to postsecondary education.”

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.

The following rules govern usage of the association’s logo:

- I. 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.
- II. A member's use of the NACAC logo shall not damage NACAC's reputation or endanger NACAC's rights in the use of the logo.
- III. NACAC members must obtain permission from the association to post electronic or publish print versions of the logo and must adhere to the following rules:
  - a. 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.
  - b. The logo’s original horizontal-to-vertical proportions must remain intact, and the logo’s color should not be changed.
  - c. The logo’s association title must remain legible.
  - d. Members may only use the version of the logo provided by NACAC
  - e. Members may not copy the logo from the NACAC website or other sites/sources for placement on personal or professional materials.
- IV. All members using the logo must provide NACAC a link to the website or a copy of all publications where the logo is displayed.
- V. Use of the NACAC logo is a member benefit and may only be displayed by members of NACAC. If NACAC membership is terminated for any reason, the NACAC logo must be removed from all websites, electronic communication and printed materials immediately.
- VI. NACAC may revoke any member’s right to use the logo if the member fails to adhere to any part of this policy for any reason.

**VII.** Failure to follow the NACAC policy on member identification with NACAC may also serve as the basis for censure, suspension or termination of membership.