

NACE International Area & Section Logo Policy

Any NACE Area or Section in good standing may display the appropriate NACE Area or Section Logo for the purpose of identifying the Area or Section of NACE International.

- Use only for official Area or Section business.
- Not for use by an individual or organization except to the extent that material is provided by NACE International for use in conducting official NACE International business.
- Prohibited for use in such a manner as might be interpreted by an unrelated third party to endorse an individual or organization other than NACE International.

NACE International will provide Sections with a logo that meets NACE standards and brand guidelines. Each Section will request their logo from Headquarters. The logo is for Section business only. The NACE Area or Section Logo must be used in its entirety as shown in the examples below. Alterations of this Logo will not be allowed.

To view the full Policies and Procedures Operating Manual, please visit: nace.org/Membership/Sections-and-Areas/Section/Area-Officer-Resources/

ACCEPTABLE LOGO & BACKGROUND COLORS

- CMYK (Four-Color Process: cyan, magenta, yellow, and black)
- Black
- White

No other variations are allowed.

Four-color logos should be placed on solid backgrounds. Contrast is important-signature should be distinct against the background.



NACE INTERNATIONAL: SECTION LOGOS POLICY CLEAR AREA

A clear area, free of type, graphics, and other elements that might cause visual clutter, around the NACE Section signature will ensure it has maximum visibility and impact on every communication.

Keep the clear area to each side of the NACE signature equal to or greater than the length/width of the ellipse.



AVOID COMMON ERRORS

Do not scale or skew.



Do not change colors or lighten.



Never copy logo from the Web and use in print – always reproduce in appropriate resolution.



Do not use more than one signature on a single print page.*



*In the event that NACE International co-sponsors or supports an event with a Section or Area, both the NACE International and NACE Section or Area Logos will be used, with the NACE International logo appearing to the left of the NACE Section or Area logo. If the design of the collateral requires that the logos are placed vertically, the NACE International Logo will be placed above the NACE Section or Area logo.

