

# NACE International Brand Identity System

## SECTION LOGOS

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.

In Order for the section to utilize the NACE Section logo, the following conditions must apply:

1. Use only for official Area or Section business.
2. 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.
3. 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/](https://nace.org/Membership/Sections-and-Areas/Section/Area-Officer-Resources/)

# Logo Requirements

The NACE Section logo must be used in its entirety as shown below. Alterations of this logo will not be allowed. Only the color variations listed below are acceptable.

## Acceptable Logo Colors

**There are only three acceptable logo color variations.**

- CMYK (Four-Color Process: cyan, magenta, yellow, and black)
- RGB (Web graphic: red, green, and blue)
- Black
- White



When two logos are being used together (i.e., a corporate logo and a section logo), the corporate logo should always be on the left or on top. Other variations require the approval of NACE Marketing and Creative Services.

# Logo Requirements

## Background Colors

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



One-color positive, solid signatures should be placed on 100% white to 30% black background; the reverse version should be placed on 100% black to 30% white background.



In rare cases, the signature may be used over a lightly patterned background, where the logo contrast remains significant.



# Logo Requirements

## Logo Size

**To ensure that the NACE corporate member logo is always legible and accurately reproduced.**

If the section name is illegible, do not use the section logo, use the NACE logo instead.

## Identity Clear Space

Clear space is an area free of type, graphics, and other elements that might cause visual clutter. Clear space around the NACE corporate logo will ensure it has maximum visibility and impact on every communication.

Keep the clear space to each side of the NACE corporate logo equal to or greater than the length/width of the ellipse.



# Improper Usage: Common Errors

## Avoid Common Errors

The NACE signature is one of the organization's most valuable assets and, in order to preserve the integrity of the brand, should be used without distortion or interference.



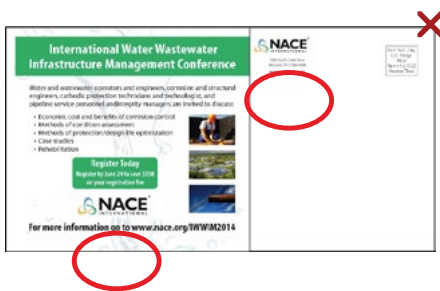
**1** Do not scale or skew.



**2** Do not change colors or lighten.



**3** Never copy logo from the Web and use in print—always reproduce in appropriate resolution



**4** Do not use more than one NACE International signature on a single print page. Print collateral is allowed to contain two signatures on a page only when the signatures are legally required to be side by side, such as the NACE Institute and NACE International.

\*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.

