



44 Canal Center Plaza, Suite 301, Alexandria, VA 22314
Ph: 703.741.7686 • 800.548.0497 Fax: 703.741.7698 • 800.377.1136

NAADAC Organizational Member Logo Use Guidelines & Agreement

NAADAC members are encouraged to identify themselves as NAADAC members or refer to their NAADAC Membership or participation in a NAADAC activity in the context of professional or commercial activities or communications, provided the usage does not imply NAADAC approval, endorsement, or recommendation, including without limitation with respect to any content, company, product, or service. Members may use the NAADAC member logo to identify themselves as NAADAC members.



Organizational NAADAC members must agree to, and comply with, the following requirements and restrictions relating to use of the NAADAC Member Logo (“Member Logo”):

Authorized Use of Member Logo: A NAADAC member in good standing may use the Member Logo to represent its status as a NAADAC Member in professional advertising and informational materials, including any business cards, letterhead, website, brochures, email advertising, and other marketing materials. The NAADAC name and logo may not be used in any other manner without the prior written consent of NAADAC. Permission to use the NAADAC name or logo may be rescinded by NAADAC at any time at NAADAC’s sole discretion.

Termination: In the event that an organization’s NAADAC membership expires, lapses, is suspended or revoked, or is otherwise terminated by NAADAC, the member agrees that it will discontinue use of the Member Logo, and will remove the Member Logo from all advertising and informational materials, both print and online, and internet sites immediately. If an organization has not re-applied for membership at the end of its membership term, it must cease use of the Member Logo immediately upon expiration of membership.

Proper Appearance of Membership Logo: The Member Logo must always be used in its entirety, without any changes made to its shape or contents, and must be displayed in its proper colors of white and PMS 300 (blue). When displayed, the Member Logo cannot appear larger than the member’s company logo. Materials which include the Member Logo must clearly indicate that the member is the source of the educational goods or services advertised.

Proper Use of Member Logo:

- The Member Logo must stand by itself, and may not be combined with any marks, designations, or logos related to other groups, programs, or organizations.
- The Member Logo may not be used in any fashion that would imply that the member is affiliated with NAADAC in any way other than as an organizational member.
- The Member Logo may not be published in conjunction with any statement or material that, in NAADAC’s judgement, may be harmful to NAADAC’s goodwill or may tend to undermine NAADAC’s credibility.

- The Member Logo generally may be used in the same location as other affiliation marks or logos, but must remain separate and distinct so as to avoid confusion, and to avoid the appearance that other marks, groups, programs, or organizations are associated with, or endorsed by, NAADAC.
- Use of the Member logo on a member’s website must include a hyperlink to the NAADAC webpage <https://www.naadac.org>.
- At NAADAC’s request, the member shall provide NAADAC with copies of all materials containing the Member Logo for review, including, but not limited to, brochures, line sheets, advertisements, and promotional materials.

Right to Revise or Discontinue Member Logo Use: It is within NAADAC’s sole and exclusive discretion to require that a member revise or discontinue its use of the Member Logo. If a NAADAC member fails to revise or discontinue use of the Member Logo as directed by NAADAC, NAADAC retains the right to terminate that organization’s membership.

Non-Assignment/Non-Transferability: Permission to use the Member Logo is limited to the individual NAADAC member and may not be assigned to, transferred to, or otherwise used by any other individual, organization, business, or entity.

Reporting Obligations: A NAADAC member has the responsibility to report the unauthorized use, misuse, or other violation of this policy to NAADAC in a timely manner, including any circumstances where a member becomes aware of the use or infringement of the Member Logo by an unauthorized individual or organization, or the improper use of the Member Logo by a NAADAC member.

Ownership Rights: NAADAC retains all ownership rights concerning the Member Logo and its other corporate logos. All matters concerning the proper use of the Provider Logo should be directed to Jessica Gleason at jgleason@naadac.org.

The NAADAC member accepts, and agrees to comply with, the requirements and restrictions stated in this Agreement and all applicable NAADAC policies, which are incorporated by this reference. The NAADAC member identified below represents by its authorized representative’s signature that said authorized representative has read, understands, and agrees to the terms and conditions set forth in this Agreement on behalf of the member.

Organizational NAADAC member (please print) Membership ID#

Organizational NAADAC member’s authorized representative (please print)

Email Address

Signature of NAADAC member’s authorized representative Date

Please return signed form to NAADAC’s Membership Services team at naadac@naadac.org. Upon receipt of signed form, our Membership team will email you a high-resolution version of the NAADAC Member Logo for your use.