



NAADAC Approved Education Provider Logo Use Guidelines & Agreement

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NAADAC Approved Education Providers (“Providers”) must agree to, and comply with, the following requirements and restrictions relating to use of the NAADAC Approved Education Provider Logo (“Provider Logo”):



Authorized Use of Provider Logo: A Provider in good standing may use the Provider Logo to represent its status as a NAADAC Approved Education Provider in its professional advertising and informational materials, including business cards, letterhead, website, brochures, email advertising, and other marketing materials.

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

Proper Appearance of Provider Logo: Regardless of format, the Provider 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 1245 (gold). When displayed, the Provider Logo cannot appear larger than the Provider’s name or the Provider’s company logo. Materials which include the Provider Logo must clearly indicate that the Provider is the source of the educational goods or services advertised.

Proper Use of Provider Logo:

- The Provider Logo must stand by itself, and may not be combined with any marks, designations, or logos related to other groups, programs, or organizations.
- The Provider Logo may not be used in any fashion that would imply that the Provider is affiliated with NAADAC in any way other than as an Approved Education Provider.
- The Provider Logo may not be published in conjunction with any statement or material that, in NAADAC’s judgement, may be harmful to NAADAC’s goodwill or may tend to undermine NAADAC’s credibility.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 Provider 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 Provider logo on a Provider website must include a hyperlink to the NAADAC Approved Education Provider landing page <http://www.naadac.org/providers>
- At NAADAC’s request, Provider shall provide NAADAC with copies of all materials containing the Provider Logo for review, including, but not limited to, brochures, line sheets, advertisements, and promotional materials.

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

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

Reporting Obligations: A Provider 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 Provider becomes aware of the use or infringement of the Provider Logo by an unauthorized individual or organization, or the improper use of the Provider Logo by a Provider.

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

By its participation in the NAADAC Approved Education Provider Program, the Provider 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 Provider representative identified below represents by his/her signature that: (1) he/she has the authority to sign this Agreement on behalf of the Provider; and (2) has read, understands, and agrees to the terms and conditions set forth in this Agreement.

Name of NAADAC Approved Education Provider Provider Number

Name & Title of Authorized Provider Representative

Email Address

Signature of Authorized Provider Representative Date