

NALA CREDENTIAL GUIDELINES

Use this reference sheet as a guide to help you with the rules and regulations governing the use of the certification marks granted by NALA for use by paralegals. The rules are based on federal law, which dictates certain restrictions on the use of all registered trademarks, and are intended to protect the integrity of the marks. Please consult this guide when promotional literature, business cards, letterhead, and any other communication which features the certification marks are being prepared for you.

These marks were developed to provide you with a recognizable visual symbol with which to gain differentiation in the marketplace. If either mark is used in a way that denotes generic use (*to describe a broad group of individuals or services*) it could eventually lose its certification mark status. Your full support and cooperation are necessary for the certification marks' effective implementation and the public's ultimate recognition of the high professional qualities for which the marks stand.

ABOUT OUR CERTIFICATION MARKS

The certification marks are a distinctive visual symbol that indicates an individual is qualified to provide paralegal services by virtue of having **1)** completed the education and examination requirements for certification by the National Association of Legal Assistants; **2)** agreed to adhere to the Code of Ethics and Professional Responsibility of the National Association of Legal Assistants; **3)** agreed to continuing education requirements to maintain the national certification; and **4)** completed an ACP course*. The certification marks cannot be used by individuals who have not met these requirements and their use may be revoked for failure to comply with ethical standards and recertification requirements.

** Applies only for the ACP®*

TYPES OF NALA CREDENTIALS

Certified Paralegal (CP®): Successful completion of both certification exam sections (*Knowledge and Skills*) is required to obtain the CP® credential.



is a certification mark duly registered with the U.S. Patent and Trademark Office (*Regis. No. 2864940*).



is a certification mark duly registered with the U.S. Patent and Trademark Office (*Regis. No. 3048617*).

Advanced Certified Paralegal (ACP®): The distinguished ACP® credential is **only** available to current Certified Paralegals (CP®); however, if the CP Exam is passed within one-year of completing an advanced course, the ACP® credential will be awarded.



is a certification mark duly registered with the U.S. Patent and Trademark Office (*Regis. No. 3406795*).



is a certification mark duly registered with the U.S. Patent and Trademark Office (*Regis. No. 5523401*).

LETTERHEAD, BUSINESS, AND PROMOTIONAL MATERIAL

The content and, to some extent, the design of firm letterhead, business cards, and promotional literature are governed by the rules and regulations governing attorneys in your state, as well as your firm's management team. The recommendations in these guidelines may or may not apply in your particular instance. Please check with your firm administrator before changing your signature line or any other item on letterhead or a document that carries the firm name.

CERTIFICATION LOGOS

The design of these marks were chosen because of their intended use in law firm promotional literature and letterhead. The simple design is meant to be distinctive and noticeable but not to detract from other designs of the firm or corporation. These marks can be displayed only in the following ways:

STANDARD FULL-COLOR



Certification logos should always be featured in their standard full-color design, unless not applicable.

BLACK



If the standard certification logo is not able to be displayed in color, or if it is being displayed on a light background, then the black logos may be used.

WHITE



If the standard certification logo is not able to be displayed in color, or if it is being displayed on a very dark background, then the white logo may be used.

Downloadable Versions: Login to your NALA account to download the CP® or ACP® logo. Click Store; see all accessories; select NALA CP Logo or NALA ACP Logo; Buy Now and follow the checkout prompts. The standard, black, and white logo versions are available as a free download.

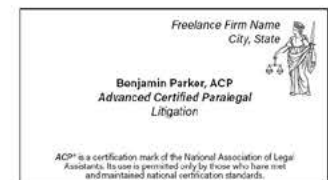
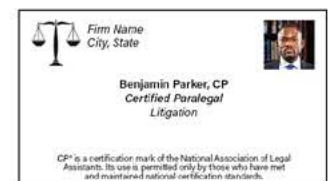
USING THE NALA CREDENTIALS

The marks may not be altered, modified, hand-drawn, or typeset. The marks may not be reproduced or electronically scanned in such poor quality as to distort or significantly alter their appearance. All reproduction of the certification marks must be made from original reproduction artwork provided by NALA, and with the following guidelines:

- ▶ Always specify in a tag line at the end of an article, at the bottom of an advertisement, or at the bottom of the first page of a brochure or promotional literature that this certification mark belongs to the National Association of Legal Assistants. **Example: "CP® is a certification mark of the National Association of Legal Assistants."**
- ▶ With the CP® or ACP® mark, it is permissible to add "Certified Paralegal" or "Advanced Certified Paralegal" after the mark itself so that your nonlawyer status is clearly indicated on firm promotional literature and other documents that may carry one of the marks. However, your nonlawyer status must be clearly stated at the outset of any communications.
- ▶ The certification marks may not be used as part of, or incorporated in, the name of a firm or firm logo or imply that the firm is entitled to use the marks. This rule applies even in those cases where one or more firm members are authorized to use the mark in association with their own names. *(This rule is most applicable to offices and businesses owned by paralegals that offer paralegal services to law firms.)*
- ▶ The marks must not be used on promotional items such as coffee mugs, t-shirts, jewelry, etc.
- ▶ The marks cannot be used in a way that they appear to be part of an individual's title or degree. They must always be used in connection with services provided by the individual who is entitled to use the mark.

SAMPLES OF PROPER MARK USAGE

- ▶ **In firm brochures, firm resumes, or biographical information:**
"Ms. Doe obtained her paralegal certificate from Anyschool, City, State. She is qualified by the National Association of Legal Assistants to provide CP® (Certified Paralegal) services."
- ▶ **On firm business cards (CP®/ACP® marks cannot be used as a title).** For example, the following language must be included: **"CP® is a certification mark of the National Association of Legal Assistants. Its use is permitted only by those who have met and maintained national certification standards."** It may also appear on the back of the business card if there is not enough room on the front.
- ▶ **For freelance companies** owned by paralegals that provide paralegal services to lawyers (CP®/ACP® cannot be part of the company name). For example, the following language must be included: **"ACP® is a certification mark of the National Association of Legal Assistants. Its use is permitted only by those who have met and maintained national certification standards."** It may also appear on the back of the business card if there is not enough room on the front.
- ▶ **Display advertisements (including websites).** A firm or company may use display advertising and may use the certification marks following the rules set forth throughout these guidelines, provided that the advertisement is not false or misleading and permitted by state rules.
- ▶ **Suggestions for properly identifying your certification status include the following:**
 - (1) Juanita Jones, CP
Certified Paralegal
 - (2) Juanita Jones
Advanced Certified Paralegal



Use of a credential alone is not enough to identify yourself as a nonlawyer. Depending on your state rules and employer policy you may use "Certified Paralegal" or "Advanced Certified Paralegal" with the credential.