

## NALA AFFILIATED ASSOCIATION LOGO AND STATEMENT GUIDELINES

The purpose of this document is to establish the proper usage for the NALA Affiliated Association logo and NALA statement. Proper use of the NALA Affiliated Associations logo and accompanying language is a requirement and is essential for consistent communications. NALA Affiliated Associations should use this fact sheet as a reference when producing promotional materials.

### NALA AFFILIATED ASSOCIATION LOGO AND VARIATIONS

There are only three acceptable versions for the logo. Any changes to the logo colors, format, etc., is not permitted. For example: the logo may not be printed in alternative colors to match color schemes of an association's brochure.

FULL COLOR LOGO



*This is the main logo that should be used when necessary.*

BLACK LOGO



*This logo can be used only when the main logo is not aesthetically feasible. This logo should appear on very light background colors.*

WHITE LOGO



*This logo can be used only when the main logo is not aesthetically feasible. This logo should appear on very dark background colors.*

The NALA Affiliated Association logo is presented with a transparent background which comes in a .PNG file format. However, if you require a different file format such as a .JPG, .JPEG, .EPS or need a white or black background behind the logo, please email [affiliates@nala.org](mailto:affiliates@nala.org).

### DEFINITION OF PROMOTIONAL MATERIALS

The NALA Affiliated Association logo and NALA statement must be represented correctly in all promotional materials. Promotional materials consist of any type of printed or electronic communication that provides course information to prospective course participants.

#### Examples include:

- Brochures
- Websites
- Course Catalogues
- Emails
- Pamphlets/Flyers
- Letters

### NALA AFFILIATED ASSOCIATION LOGO USE FOR WEBSITES

Your affiliated association may use a free-standing NALA Affiliated Association logo on your affiliated association's website. You may only use the approved NALA Affiliated Association logo. To obtain the downloadable logo for your affiliated association, please contact NALA Affiliated Associations MSR, Mary Carwile, at [affiliates@nala.org](mailto:affiliates@nala.org).

### NALA AFFILIATED ASSOCIATION LOGO AND NALA STATEMENT USE FOR CLE PROMOTIONAL MATERIALS

Once it is determined that the NALA Affiliated Association seminar meets the requirements of the Certifying Board, the NALA statement must be used in its entirety and without alteration in promotional and other materials distributed to prospective course participants:

**"This seminar meets the requirements of the NALA Certifying Board for continuing legal education credit required to maintain the CP (Certified Paralegal) credential."**

Authorization from the NALA Certifying Board is required to use the above statement. Reproduction of the NALA, CP, or ACP logos is not permitted.

All promotional materials are required to contain the statement. It is not required to use both the NALA Affiliated Association logo and the statement but is advised. If using both, the statement must be located next to the NALA Affiliated logo in all affiliated association promotional materials advertising CLE credit approved by NALA.