

Logo and Statement Guidelines

The purpose of this fact sheet is to establish guidelines for the National Registry of CPE Sponsors logo. Proper use of the logo and accompanying language is a requirement of sponsorship and is essential for consistent communications. Sponsors should use this fact sheet as a reference when producing promotional materials.

Definition of Promotional Materials

The logo and 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
- Pamphlets
- Web sites
- Letters
- Course catalogs
- Direct mail
- Emails
- Memorandums

National Registry Statement

As set forth in the National Registry Sponsor Agreement, the National Registry statement must be used in its entirety and without alteration, in promotional and other materials distributed to prospective course participants:

(Insert your organization's name) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

The above statement is always required in promotional materials. Use of the logo with the statement is not required, but is advised. The statement must always be located next to the logo.

Logo Guidelines At-A-Glance

A summary of the guidelines is listed below. Please refer to Page 2 of this document for details.

- Logo and Statement together
- Minimum logo size: 0.75"
- Maximum logo size: 1.75"
- Clearspace required
- Two acceptable color variations:
 - Black
 - PMS Reflex Blue
 - PMS Reflex Blue and PMS 370

Contact Information

The logo is available in print and electronic versions. To receive additional copies of the camera ready art sheet or to obtain the logo via email, please contact a member of the CPE Department. NASBA's days and hours of operation are Monday through Friday, 8 a.m. to 4:30 p.m. CST.

NASBA CPE Department
 150 Fourth Avenue North, Suite 700
 Nashville, TN 37219
 615.880.4200
 cpe@nasba.org

Clearspace

The logo must always be surrounded by a minimum amount of clearspace as illustrated below. The distance is equal to the height of the "S" in "Sponsors" and extends in all directions from the logo.



Line=Height of "S" in "Sponsors"

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Minimum and Maximum Logo Size

The logo must be a minimum size of 0.75 of an inch and a maximum size of 1.75 inches.



Logo Color Variations

Three acceptable color variations exist for the logo: Black, PMS Reflex Blue and PMS Reflex Blue with PMS 370.

The logo may not be printed in alternative colors to match color schemes of brochures.

Variation 1



Color: black

Variation 2



Color: PMS Reflex Blue

Variation 3



Color: PMS Reflex Blue and
PMS 370

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