

Logo and Statement Guidelines

The purpose of this fact sheet is to establish guidelines for the Quality Assurance Service (QAS) 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

Quality Assurance Service Statement

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

[Insert your company name] is registered with the National Association of State Boards of Accountancy (NASBA), as a Quality Assurance Service sponsor of continuing professional education. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding QAS program sponsors may be submitted to NASBA 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 294 with PMS 429

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.



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

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

Two acceptable color variations exist for the logo: Black and PMS 294 with PMS 429.

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

Variation 1



Color: black

Variation 2



Color: PMS 294 with 429

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