

Logo Use Policy

The NACDD logo is an important way that the Association demonstrates its partnership with groups and stakeholders as well as its participation in program activities. It also represents NACDD's endorsement of a position or material. Inappropriate use of NACDD's logo could damage the Association's reputation and credibility.

The Communications department manages the brand for NACDD and has outlined the specific ways that the logo may and may not be used.

Logo Guidelines

(See the Logo Standards Tip Sheet and the Brand and Graphic Standards Manual for more information on how to use the NACDD logo.)

- Consultants and Headquarters staff MAY use NACDD's Logo Kit at their discretion on NACDD's communications tools and resources.
 - Consultants and Headquarters staff MUST use the Logo Kit in compliance with NACDD's Logo Standards.
 - Do not skew, shrink, expand, or otherwise modify the logo.
 - Do not use the logo to create letterhead; ask the Communications department for digital or hardcopy letterhead.
 - Special logo needs may be sent to the Communications department for assistance.
- Consultants and Headquarters staff MUST receive permission from the Communications department (publications@chronicdisease.org) before using NACDD's logo in external partner communications tools and resources.
 - The Communications department will work directly with the partner organization to ensure the logo is used appropriately.
- In accordance with NACDD Standards of Conduct and Conflict of Interest policies, the NACDD logo may NOT be used for an NACDD representative's personal gain, nor may it be used on an individual's website, social media account, or other personal intellectual property without prior permission from the Communications department.

Got questions? Contact the Communications department at publications@chronicdisease.org.

By signing below, I understand the terms of NACDD's Logo Use Policy.

_____ (Signature)

_____ (Print Name)

_____ (Date)