



# Logo Use Policy

## Updated 051519

The National Association of Chronic Disease Directors, established in 1988, is an authoritative and respected voice for chronic disease control and prevention and health promotion.

### **Use of our logo means NACDD endorses the product or activity**

Our logo is an important way that NACDD can demonstrate its partnership and participation in our activities with other groups and stakeholders. It also represents NACDD's endorsement of a position or material. For this reason, inappropriate use of our logo has the potential to reflect negatively on our organizational reputation and credibility.

The Communications Department manages the brand for NACDD and has outlined the specific ways that the logo can be used.

### **How to use the logo**

*See the Logo Standards Tip Sheet and the Quick Start Branding Guide for more information.*

- Consultants and Headquarters staff may use NACDD's logo kit at their discretion on NACDD communications tools and resources.
- Consultants and Headquarters staff should use the logo kit in compliance with NACDD's Logo Standards. Do not skew, shrink, expand, or otherwise modify the logo. Consultants and Headquarters staff should use only approved logos in the formats that the Communications Department has provided.
  - Requests may be made to the Communications Department for NACDD logos in special formats for specific projects or activities.
- Consultants and Headquarters staff should contact the Communications Department ([publications@chronicdisease.org](mailto:publications@chronicdisease.org)) for permission to use NACDD's logo in a partner's communications tools and resources.
  - The Communications Department will work with the partner organization to make sure the appropriate logo is used. The Communications Department also will define the permissions for the logo's use and share those with the partner organization.

## Logos for specific program activities need special consideration and approval

- New logos for program or internal activities should be submitted to the Communications Department for evaluation on a case-by-case basis. Considerations for when a sub-logo is appropriate include:
  - The program/activity has a specific communications need for its own logo that would not be met by NACDD logo use.
  - The program/activity is a major undertaking or part of a significant and priority project for NACDD as an organization.
  - The sub-logo will abide by brand and quality standards.
  - The project owners have the budget to develop the logo in all appropriate formats.
  - The project owners have identified when the logo will be used versus when the NACDD logos should be used instead.
- Old logos that have been used for more than one year for program activities should be submitted to the Communications Department for re-approval to help ensure that the logos meet current brand and quality standards.
  - Project owners should prepare to have available budget to re-draw the logo or otherwise bring it up to brand and quality standards, if necessary.
- A standard operating procedure on logo use and development is available (NACDD Logo Use and Development Standard Operating Procedure, May 2019) and should be referenced when submitting requests to the Communications Department.

**Got questions? Contact the Communications Department at [publications@chronicdisease.org](mailto:publications@chronicdisease.org).**

\_\_\_\_\_ (Signature)

\_\_\_\_\_ (Print Name)

\_\_\_\_\_ (Date)