

## 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 organization's 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](http://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, except in cases where the logo is used in digital media. In those instances, use of a free-standing logo is permissible provided that a user who clicks on the logo is taken to a separate page or pop-up window that displays the Quality Assurance Service statement.**

### *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 with white and transparent backgrounds:
  - 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 National Registry team. NASBA's days and hours of operation are Monday through Friday, 8 a.m. to 4:30 p.m. CST.

NASBA National Registry of CPE Sponsors  
150 Fourth Avenue North, Suite 700  
Nashville, TN 37219  
866.627.2286  
cpe@nasba.org

## ***Clearspace***

The logo must always be surrounded by a minimum amount of clearspace as illustrated below.



[Insert your organization's 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](http://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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