NASBA

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
- Course catalogs
- Pamphlets
- Direct mail
- Web sites
- Emails
- Letters
- 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.nasbaregistry.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 National Registry statement.

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

Logo Guidelines for Group Live and Group Internet Based

A summary of the guidelines is listed below. Please refer to Pages 2 and 3 of this document for details.

- Logo and Statement together
- Minimum logo size: 0.75"
- Maximum logo size: 1.75"

- Clearspace required
- Three acceptable color variations with white and transparent backgrounds:
  - Black
  - PMS Reflex Blue
  - PMS Reflex Blue and PMS 370

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.

(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.nasbaregistry.org.

Line=Height of "S" in "Sponsors"

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.

.75"

1.75"

Logo Color Variations for Group Live and Group Internet Based
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

Logo Guidelines for QAS™ Self Study Designation

A summary of the guidelines is listed below. Please refer to Page 4 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 Reflex Blue/PMS 294 with 429

Logo Guidelines for QAS™ Self Study Designation

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.

NATIONAL REGISTRY OF
CPE
SPONSORS
QAS
QUALITY ASSURANCE SERVICE

(Insert your organization's name here) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing 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.nasbaregistry.org

Line = Height of "S" in "Sponsors

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.

.75"

1.75"

Logo Color Variations for QAS™ Self Study Designation

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

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

Variation 1

Color: Black

Variation 2

Colors:
Registry logo: PMS Reflex Blue
QAS logo: PMS 294 with 429