



NONPROFIT ACADEMIC CENTERS COUNCIL

NACC Logo Usage Policies

Created January, 2020

NACC ACCREDITATION LOGO

NACC Accreditation Logo Information

NACC's staff and board have created a logo for the use of programs that have met all accreditation standards. The logo publically recognizes a program's commitment to NACC's values and standards of quality for nonprofit and philanthropic education. NACC encourages the use of the logo on website, marketing materials, etc. subject to its guidelines for use.

Guidelines for Use of Accreditation Logo

NACC asks that all programs that it has accredited use the following guidelines for use:

1. The logo may be used by any accredited program subject to NACC's general definition of being in good accreditation standing. Applicants and newly accredited programs may begin using the logo as soon as they receive their formal notification of accreditation.
2. The entire logo should be used including the words "Nonprofit Academic Centers Council Accredited" and "NACC"
3. The logo may be reduced or enlarged to suit its use, but the scale of the logo must be retained.
4. The logo may be reproduced in black and white, but cannot be recolored outside of the existing colors in NACC's logo.
5. The logo may be used on official stationery, fax cover pages, marketing materials, and website. But all materials and accompanying text must make clear that the accreditation is only for specific degrees for which the program received accreditation, not the entire school, university, or similar. If you are in doubt about the acceptability of any particular use, please contact NACC's Executive Director, Nicole Collier at Nicole.e.collier@tamu.edu for clarification.

NACC INSTITUTIONAL AND AFFILIATE MEMBERSHIP LOGO

NACC Institutional and Affiliate Membership Logo Information

NACC's staff and board have created a logo for use of members of the Nonprofit Academic Centers Council that have been approved for membership (both institutional and/or affiliate) and remain in good standing. The logo publically recognizes a program's commitment to NACC's values and commitment to nonprofit and philanthropic education. NACC encourages all members to use the logo on websites, marketing materials, etc. subject to its guidelines for use.

Guidelines for Use of Membership Logo

NACC asks that all members use the following guidelines for use:

1. The logo may be used by any members program subject to NACC's definition of being a member in good standing. Applicants and new members may begin using the logo as soon as they receive formal notification of membership.
2. The entire logo should be used including the words "Institutional Member" or "Affiliate Member" and "NACC"
3. The logo may be reduced or enlarged to suit its use, but the scale of the logo must be retained.
4. The logo may be reproduced in black and white, but cannot be recolored outside of the existing colors in NACC's logo.
5. The logo may be used on official stationery, fax cover pages, marketing materials, and website. But all materials and accompanying text must make clear that the membership is only for specific degrees, programs, etc. for which they were approved for membership, not the entire school, university, or similar they may be part of. If you are in doubt about the acceptability of any particular use, please contact NACC's Executive Director, Nicole Collier at Nicole.e.collier@tamu.edu for clarification.