



Logo Policy

Modified: January 2018

Approved by Board: March 27, 2018

Resolution to Permit the Use and Set Forth Guidelines for the Use of the NPRRA logo:

Whereas, the Board of Directors and Members of the National Public Records Research Association wish to fully utilize the name and logo of the Association to promote name recognition, membership participation in Association activities and the elevation of professional performance; and

Whereas, the NPRRA has received requests for the permission to use the logo on non-Association printed pieces; and

Whereas, in the absence of adopted guidelines there exists the possibility for improper use and loss of value of the NPRRA logo; and

Whereas, governmental authorities have set forth ways and means for the identification and legal protection of Trade Names, Trade Marks and other commercial identifiers;

Be It Therefore Resolved: the NPRRA shall extend to its members, authority to place the NPRRA Member Logo on letterhead, marketing pieces, websites and other such printed and broadcast publications; and

Be It Further Resolved that: NPRRA members may not use the standard NPRRA logo; and

Be It Further Resolved that: the words “endorsed by”, “approved by” and “in partnership” may NOT be used; and that when used on invoices and reports, the NPRRA Member Logo must NOT be placed in close proximity to the address and/or phone number of the invoicing/reporting company.

Be It Further Resolved that: the use of the NPRRA Member Logo on contracts, checks and other documents that may imply a contractual relationship with the NPRRA are disallowed.