

# **National Council on Education for the Ceramic Arts™**

## **2016-17 Logo Usage Policy**

### **Terms of Use of NCECA™ Logo**

Every organization that wishes to use the NCECA logo shall seek permission in writing from the Conference Manager, Dori Nielson [dori@nceca.net](mailto:dori@nceca.net), or Executive Director Joshua Green [josh@nceca.net](mailto:josh@nceca.net).

All designs making use NCECA or NCECA conference logos must be sent to [josh@nceca.net](mailto:josh@nceca.net) and [candice@nceca.net](mailto:candice@nceca.net) for approval prior to production.

### **Eligibility for Use of NCECA Logo**

The following may receive permission to use the logo pending approval of designs.

- Organizations wanting to promote their events and/or describe their activities.

- In addition, members who wish to use NCECA logo(s) to indicate participation in, support and/or promotion of NCECA's events so long as consistent with this policy.

- Other parties who wish to use the NCECA logo for promotional and other purposes upon the approval of the Executive Director.

### **Prohibitions against Use**

NCECA's logo may not be altered or used on a product and/or service by a business in a way that could state or imply an endorsement that it is from NCECA. Logo may not be used in a manner that would confuse others into believing that the business or service originates from NCECA.

The logo should not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, disability, national origin, race, sexual orientation or gender or any other protected category. Any use that does not comply with NCECA's trademark policy or does not have written authorization from NCECA Executive is expressly prohibited.

### **Specific Logo Usage Guidelines**

1. Use of primary NCECA logo or conference logo may be requested. All requests are contingent upon the executive director's determination that use is appropriate and aligned with NCECA's mission and purpose. Permission to use NCECA logos may not lead members of the public to construe that activities are produced or financially supported projects of the organization except when such specific permission is granted.
2. If use of the conference logo is preferred, it must be a version that incorporates the NCECA Corporate mark;

3. All designs making use of NCECA logos must maintain proper spacing around logo(s) (typically the height/width of the logo's letter n or a);
4. Logos may be rescaled but must maintain adequate resolution and/ or legibility.
5. Under no circumstances may the proportions of logo(s) be adjusted in such a way that its dimensions are elongated laterally, vertically or distorted in any other way;
6. NCECA's logo is typically provided only in situations where the item to be produced is provided to the public free of charge. Items using NCECA logos may not be sold by any party other than NCECA except through licensing agreements.
7. If used electronically, the logo and tagline should always be hyperlinked to [www.nceca.net](http://www.nceca.net)
8. NCECA requests that approved taglines be included in every appearance of NCECA's corporate or conference logos.

Examples of taglines:

**The National Council on Education for the Ceramic Arts  
is a dynamic organization that inspires global advancement and appreciation of the field  
through programs, exhibitions, opportunities and resources.**

[NAME] is proud to support NCECA in [CITY NAME], [CONFERENCE DATES]

Other taglines may be approved by NCECA's executive director.

## Logos Available for Use Pending Approval

### Corporate Logos

NCECA encourages use of the **Primary Corporate Logo**, shown below, along with its gray-scale counterpart:



Potential users may also request use of the Alternative Corporate Logo:



Occasionally, it will be appropriate to use the simple Logotype, shown below, along with its gray-scale counterpart:



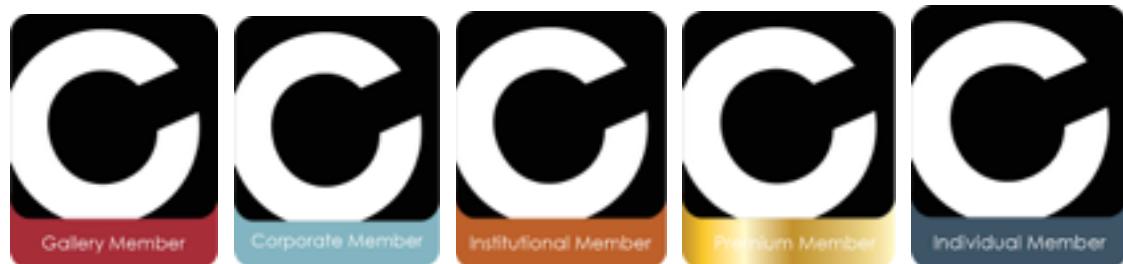
Member Logos

NCECA Members are encouraged to request and make use of appropriate NCECA Member Logo. Membership in NCECA is based on an annual fee. NCECA reserves the right to discontinue permission of use of Member Logo to lapsed members.

Horizontal format:



Vertical format:



2017 NCECA Conference Logo

For events associated with a particular conference, the Board Approved Conference logo may be requested for appropriate use. Below is **the 2017 NCECA Conference** logo.

When the Conference logo is used the corporate logo incorporated in its design may negate the use of the corporate logos appearing elsewhere in this policy. All other terms, guidelines and prohibitions apply to the use of this logo.



**White Space Guidelines**

The rule in thumb is to provide the width and height of one of the logo's primary letters, as the spacing around the corporate logo.

My check-mark in this box indicates I have read and agree to NCECA's Logo Usage Policy and will e-mail my designs bearing NCECA logo(s) for review prior to production.

Name

e-mail

Organization/ Business Name

Address

City

State

Zip Code