



## PNACAC Logo Use and Membership Status Policy

5.18.11, revised 7.31.14

In May 2011, the PNACAC Executive Board approved the following policy with regard to member use of the PNACAC logo:

- The PNACAC logo is owned by the Pacific Northwest Association for College Admission Counseling. The PNACAC logo may not be altered in any way by any party.
- PNACAC members may request electronic versions of the logo from the association and must adhere to the following rules:
  - The official PNACAC logo may be placed next to, but may not be incorporated into any other logo or graphic design.
  - The logo's original horizontal-to-vertical proportions should remain intact and the logo's color should not be changed.
  - The logo's association title must remain legible.
  - Members must use the following statement when using the PNACAC logo to show their membership in PNACAC.

**“[INSERT INSTITUTION/ORGANIZATION OR INDIVIDUAL NAME] is a member of the Pacific Northwest Association for College Admission Counseling and subscribes to the Statement of Principles of Good Practice.”**

- The statement should not be used in a manner that implies PNACAC approval or endorsement of non-PNACAC programs, products, or services.
- When used on Web sites, the PNACAC logo must be hyperlinked to the PNACAC website homepage.
- Members not using PNACAC's logo are free to include the words “member of PNACAC” in their communications.
- Only current members of PNACAC may state in online, print or other forms of communication or materials that they are members and/or affiliated with PNACAC.

