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
• Web sites
• Course catalogs
• Emails
• Pamphlets
• Letters
• Direct mail
• 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
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.

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.
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.