



LOGO USAGE GUIDELINES 7/2009

CORRECT USAGE:

- Black logo: use black version on white or light color background, minimum of 3/4" wide



- Reversed logo: use on a black or very dark background, minimum of 3/4" wide



- Clear Space Guideline: to maintain graphic distinction, no type or graphic elements should intrude closer than the width of the vertical stroke of the "n" in "nefa."



INCORRECT USAGE:

The following are examples of how NOT to treat the NEFA logo; **NEVER:**

- alter the colors of the logo
- skew, stretch, or distort the logo



- re-arrange the type and mark
- place the logo on a busy background

