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