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This document describes the guidelines for the National Association of Sales Professionals (NASP) logo. Enforcing these guidelines will help strengthen our logo awareness.

Contact Points

The primary contact point for this submission is

Carl Cirillo
National Association of Sales Professionals
carl.cirillo@nasp.com
954.857.4726

What We Look Like

The NASP logo consists of five elements: wording, color, background color, clear space and placement. All these pieces must be addressed when using the logo in order to sustain brand recognition.

There are two ways to use the NASP logo.

On white or light-colored backgrounds, use the full color logo with black text.	On black or dark-colored backgrounds, use an all white logo and white text.

Be sure to give the logo some breathing room. Maintain a clear space around all sides of the logo that is at least equal to half the C-height (baseline to top of the character) of the large "N" in the acronym. This clear area must remain free from typography or additional graphics.

Logo Placement

When it comes to logo placement, it's important that it appears consistent and prominent (as appropriate) in each communications channel or project. When developing a print or web campaign, it is at the designer's discretion to place the logo as appropriate for the content being created. There are no set rules for where the logo must appear in all cases.

In all cases the appropriate minimum size for the logo is whatever size the "National Association of Sales Professionals" wording is still readable. The logo on any partner or co-branded website may not appear larger than the logo displayed on the nasp.com website. The size on the nasp.com website is the largest the logo may be displayed for any web related media.

Now that you know how to use the logo, here's how not to use it. Correct logo usage protects our identity.

- Do not use the NASP logo without the words "National Association of Sales Professionals" unless the logo with the words has already been made apparent and there is absolutely no question as to the identity of the company.
- Do not imitate the logo using other type fonts or capitalization of any of the words.
- Do not use the logo as part of a phrase or masthead
- Do not use the logo in running headlines or body copy
- Do not use the logo on top of a patterned or illustrated background
- Do not add any graphic elements to the logo
- Do not add a drop shadow to the logo
- Do not distort the aspect ratio of the logo
- Do not alter the logo using special effects
- Do not alter the size or placement of any component of the logo, or separate parts of the logo in any way
- Do not rotate or tilt the logo at any angle
- Do not place the logo in a containing shape

Logo Colors

N =
    RGB = 0.58.98
    Hex = #003A62
A =
    RGB = 0.58.98
    Hex = #003A62
S =
    RGB = 0.126.210
    HEX = #007ED2
P =
    RGB = 0.126.210
    Hex = #007ED2

Full logo and text on black/dark color background

On black/dark color background
CMYK = 0.0.0.0
RGB = 255.255.255
Hex = #FFFFFF