



## NAED LOGO GUIDELINES

To assist NAED member companies in branding themselves, the association has developed member-specific logos based on member category: Distributor Member, Associate Member, Allied Partner Member, and Affiliate Member.

NAED will provide you with the appropriate digital, high-res logo for your use upon request to our [Member Engagement Team](#).

Members cannot use generic NAED logos, which are reserved for general use by the association itself.

The NAED logo can be used on websites, stationery, and brochures as well as to establish your identity in this supply chain.

- **Usage:** Only NAED members in good standing are authorized to use the NAED logo.
- **Placement:** The NAED logo must be displayed in a positive manner and should not portray the association, its members, events, projects, or programs in a negative light. The association has the right to revoke logo usage at its discretion.
- **Modification:** The NAED logo cannot be altered in any way, including design and color.
- **Placement:** The NAED logo should be clear and legible at all times and on all properties.
- **Endorsements:** The NAED logo cannot be used in marketing materials or to imply endorsement of a product, person, activity, service, or company.
- **Membership:** Members must maintain their NAED membership to continue to use the NAED logo.
- **Email Signatures:** The appropriate NAED logo can be used as part of employee signatures.

The NAED logo may not be used in any way that is misleading, and **all NAED logo usage is subject to review by NAED.**

There is no charge to download your specific NAED logo.

