

NPCA Board Policies
Sections 504 and 505 – Name and Logo Usage Policies

504 ***NPCA Name and Logo Usage Policy***

- 504.1 Members in good standing are granted licenses to use the NPCA trademarks (the "Marks") to indicate membership in the association, provided that the Marks are used according to the terms set forth in this policy.
- 504.2 NPCA retains ownership of all right, title and interest in and to the Marks. NPCA has the right to terminate any member's use of the Marks at any time immediately upon notice.
- 504.3 When using the Marks to indicate membership in NPCA, members must display the marks in a font smaller than what the member uses for its own trademarks and trade name. Further, members who are licensed to use the Marks must use the Marks only in the form shown below and in the manner as set forth below:
- (a) "Member of NATIONAL PRECAST CONCRETE ASSOCIATION" or "NATIONAL PRECAST CONCRETE ASSOCIATION Member".
 - (b) "Member of NPCA" or "NPCA Member"

- (c) "Member of  " or "  "
- Precast ... The Concrete Solution Precast ... The Concrete Solution

- 504.4 In addition, when the Marks are used on materials other than a member's letterhead or business cards, the following legend must also be used in connection with the use of the Mark:
- (a) "NATIONAL PRECAST CONCRETE ASSOCIATION is a trademark of National Precast Concrete Association and is used with permission"
 - (b) "NPCA is a trademark of National Precast Concrete Association and is used with permission"

- (c) "  is a trademark of National Precast Concrete Association and is used with permission"
- Precast ... The Concrete Solution

- 504.5 In addition, when using the Mark in connection with a solicitation, a member must include the following disclaimer in close proximity to the Mark: "Use of the NPCA trademark does not evidence an endorsement of any product by the National Precast Concrete Association."

505 ***NPCA Plant Certification Name and Logo Usage Policy***

505.1 Each Certified plant is granted license to use the NPCA Certified Plant trademarks (the "Marks") for use on stationery and for advertising purposes for as long as the plant's Certification is in effect and provided such use is only in reference to the Certified plant and not the company as a whole nor any other non-certified branch location. The Certified Plant Marks must be used according to the terms set forth in this policy.

505.2 NPCA retains ownership of all right, title and interest in and to the Marks. NPCA has the right to terminate any member's use of the Marks at any time immediately upon notice.

505.3 When using the Mark to indicate NPCA certification, a company must display the marks in a font smaller than what they use for its own trademarks and trade name. Further, companies who are licensed to use the Marks must use the Marks only in the form shown below and in the manner as set forth below:

(a) "Certified Plant of NATIONAL PRECAST CONCRETE ASSOCIATION" or
"NATIONAL PRECAST CONCRETE ASSOCIATION Certified Plant".

(b) "Certified Plant of NPCA" or "NPCA Certified Plant" or

(c) "  "





NPCA

Precast ... The Concrete Solution

GRAPHIC STANDARDS

COLORS



PMS 548



CMYK
C = 100
M = 24
Y = 0
K = 64



RGB
R = 0
G = 19.4
B = 27.6



PMS 5835



CMYK
C = 0
M = 2
Y = 67
K = 40



RGB
R = 60.8
G = 51.8
B = 26.6

FONTS

Flux — Regular

Bold

Italic

Bold Italic

Bullet — Regular

Regular Script

small caps

small caps alt

small caps script

Speed Caps

CORRECT LOGO USAGE

Below are examples of the NPCA logo in its various forms.

When using the logo, always:

- keep the image proportionate
- use the approved NPCA colors shown at left
- keep “Precast ... The Concrete Solution” unless the entire logo width is less than 1.5”

See incorrect usage examples on page 2

Two-color PMS —



NPCA

Precast ... The Concrete Solution

Two-color RGB —



NPCA

Precast ... The Concrete Solution

Black and White —



NPCA

Precast ... The Concrete Solution

Reverse —



NPCA

Precast ... The Concrete Solution

GRAPHIC STANDARDS

INCORRECT LOGO USAGE

Below are examples of the NPCA logo used INCORRECTLY.

Never box —



Never separate logo from logo type —



Never change the position of the diamond —



Avoid placing on a busy background —



Avoid placing a two-color logo on a dark background —



Logos for member use

When using the logos to indicate NPCA membership, members must display the logo smaller than their own company's logo and name. Further, members who are licensed to use the NPCA logo must use the logo only in the forms provided.

Getting the logos

NPCA logos are available at www.precast.org

- Select "Members Only"
- Type User Name and Password and follow download instructions

EPS files are best for banners, signage, embroidering and placing in advertisements.

JPEG files are best for Web sites, presentations and including in correspondence.

For more information

If you have questions or need alternative logo formats, contact:
Deborah Templeton
Graphic Designer
(317) 582-2319
dtempleton@precast.org

ON-SITE WASTEWATER ACCREDITATION PROGRAM GRAPHIC STANDARDS

COLORS



PMS 548



CMYK
C = 100
M = 24
Y = 0
K = 64



RGB
R = 0
G = 19.4
B = 27.6



PMS 5835



CMYK
C = 0
M = 2
Y = 67
K = 40



RGB
R = 60.8
G = 51.8
B = 26.6

FONTS

Flux — Regular

Bold

Italic

Bold Italic

Bullet — Regular

Regular Script

small caps

small caps alt

small caps script

Speed Caps

CORRECT LOGO USAGE

Below are examples of the NPCA OWAP logo in its various forms.

When using the logo, always:

- keep the image proportionate
- use the approved NPCA/OWAP colors shown at left
- Never eliminate “On-Site Wastewater Accredited”

See incorrect usage examples on page 2

Two-color PMS —



Two-color RGB —



Black and White —



Reverse —



GRAPHIC STANDARDS

INCORRECT LOGO USAGE

Below are examples of the NPCA logo used INCORRECTLY.

Never box —



Never separate logo from logo type —



Never change the position of the diamond —



Avoid placing on a busy background —



Avoid placing a two-color logo on a dark background —



Logos for member use

When using the logos to indicate NPCA On-site Wastewater Accreditation, members must display the logo smaller than their own company's logo and name. Further, members who are licensed to use the NPCA logo must use the logo only in the forms provided.

Getting the logos

NPCA/OWAP logos are available at www.precast.org

- Select "Members Only"
- Type User Name and Password and follow download instructions

EPS files are best for banners, signage, embroidering and placing in advertisements.

JPEG files are best for Web sites, presentations and including in correspondence.

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