

# Precast Proud® Logo Use Guidelines

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NPCA members in good standing are granted license to use the Precast Proud® trademark (Mark) for use on stationery and for advertising purposes according to the terms set forth in this policy:

- NPCA retains ownership of all right, title and interest in and to the Mark. NPCA has the right to terminate any member's use of the Mark at any time immediately upon notice.
- The Precast Proud® and the Precast Proud® NPCA Member logo may not be stenciled on any product or stenciled or printed on any product packaging.
- The Precast Proud® logo may be used on apparel, on advertising materials, on letterhead and business cards without any disclaimers.
- When the Mark is used on other printed materials and on websites, the following legend must also be used in connection with the use of the Mark:  
“Precast Proud® is a trademark of National Precast Concrete Association and is used with permission.”
- 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 Precast Proud® trademark does not evidence an endorsement of any product by the National Precast Concrete Association.”
- It may be used with or without the text “NPCA MEMBER” (see examples).

