



NATIONAL SOCIETY OF BLACK ENGINEERS



Think Green! Please do not print unless absolutely necessary

OFFICIAL LOGO USAGE POLICY

VERSION 2.2

July 2014



Introduction

This document provides general guidelines for the correct usage of the established trading name National Society of Black Engineers and associated global brand and logo treatment. The National Society of Black Engineers or NSBE is the trade name. A "trade name" refers to the name the organization will use in the general marketplace or public domain. NSBE will appear in all promotional collateral and informational materials produced for public consumption or the media. [Instances where the acronym "NSBE" is used predominantly, it is advised to show *National Society of Black Engineers* in supporting subheadings or text if possible.]

Logo Usage Quick Guide

The logo usage quick guide is a one page PDF document that can be found in the "Downloads" section of the national website. It can be used as a quick reference for some of the main guidelines of logo usage that are outlined in this policy. It is by no means a complete coverage of the logo usage guidelines.



Logo Presentation Guidelines

The NSBE Logo

The Torch logo is the cornerstone of the National Society of Black Engineers' identity and the primary common element. The logo communicates NSBE's commitment to excellence, our sense of community, and, most of all, our passion to support initiatives to open more education and career opportunities in engineering, applied/physical science and technology fields. It should be used for all official NSBE events, documentation, publications, etc. The Torch is a registered trademark of the National Society of Black Engineers and should always be accompanied by the registration mark® next to the torch handle. The Torch logo cannot stand-alone and should be used with the name of the Society within close proximity of the logo, to create name recognition of The Torch as the official pictorial symbol of the National Society of Black Engineers. Since the logo is a valuable, legal and intellectual asset, unauthorized usage is prohibited.

In addition to serving as the cornerstone of the Society's identity, the NSBE Torch symbolizes our everlasting burning desire to achieve success in this competitive society and to affect a positive change on the quality of life for all people. The lightning bolts represent the striking impact that will be felt by the Society and industry due to the contributions and accomplishments made by dedicated members of the National Society of Black Engineers.

Master Logo



Naming Policy

- Official name for the NSBE logo: The Torch
- Logo Creator: Anthony Harris
- The Torch embodies all that NSBE has become, and all that it aspires to accomplish.
- The logo and its colors visually represent the NSBE mission.

Logo Colors and Usage

The official colors of "The Torch" are as follows:

- The "N" is green - Pantone Matching System (PMS) 361
- The letters "SBE" & the handle of The Torch shall be black
- The flame of The Torch shall be red - PMS 485
- The lightning bolts shall be yellow (CMYK process)

Primary Execution



PMS: 361
RGB: 0,255,0
HEX: 4FF00
CMYK: 80,8,100,1

PMS: BLACK
RGB: 0,0,0
HEX: 050403
CMYK: 0,13,49,98

PMS: 485
RGB: 255,0,0
HEX: FF0D00
CMYK: 12,97,100,3

PMS: YELLOW C
RGB: 255,255,0
HEX: FFFC0D
CMYK: 8,8,100,0

The chosen logo color scheme should contrast with the background so it is noticeable. Color schemes mentioned here are the preferred logo standards and should be used whenever the NSBE brand is shown.



Secondary Execution

Printing The Torch on a light background options:

- Use the correct four-color logo
- Use a one color black only version



Printing The Torch on a dark background option:

- Use a one-color white only version
- Use a one-color gold only version
- Use a one-color gold foil version



Pantone: 873c
RGB: 149 119 76
CMYK: 38 48 77 14



Pantone: 112c
RGB: 157 132 18
CMYK: 38 49 100 10

Incorrect Logo Usage

- Do not display the NSBE logo in forms other than those specified in this guide
- The 'N' should be in front of the lightning bolts. For the colored logo, this can be identified by viewing the green from the 'N' within the 'B' of the torch handle.
- In order to keep the eminence of the logo, do not shade, recolor, rotate, redraw, or distort the logo in any way.
- Do not place the logo within text or headlines of articles. (Document headers are not the same as article headlines.)



Do not rotate the



Do not distort the



Do not recolor the



Do not shade the



**Do not
place logo
within text
or
headlines**



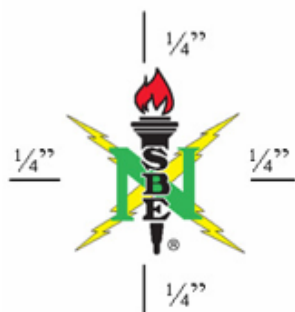
Do not redraw the

Logo Sizing

- Minimum logo size for printed documents: 3/8" wide by 5/16" tall.
- Minimum electronic display size: 60 pixels wide by 51 pixels tall.
- Maximum size: None

Clear Zone Requirement

The logo should always have a clear-space around it equal to at least $\frac{1}{4}$ the width of the logo.





Logo Usage Guidelines

Logo Usage Approval Process

The Torch shall be used only by recognized chapters of the Society and outside vendors who have gained the expressed written consent of NSBE. If a member, affiliate member, NSBE Jr. member, alumni member, lifetime member, or honorary member wishes to deviate from the guidelines outlined in this NSBE logo policy they must submit the NSBE Logo Usage Approval Form (Appendix A) to the National Public Relations Chairperson for approval. This is done to allow NSBE entities some creativity while still ensuring the quality and essence of the Torch is not compromised. All outside vendors desiring to utilize the Torch on their materials must submit the NSBE Logo Usage Approval Form to the National Public Relations Chairperson. All logo forms submitted will be approved within two weeks of receiving your request. If the National Public Relations Chairperson is unable to approve logo forms he/she reserves the right to authorize a Regional Public Relations Chairperson or another suitable entity to do so in their place.

Logo Usage Violations

Anyone found in violation of this policy will be asked to discontinue the use of the NSBE logo immediately. Chapters found in violation of use of the logo will be removed from the chapter listing page on the National web site. Legal action may be sought against any entity remaining in compliance of this policy.

Electronic Usage

The official versions of the NSBE logo can be requested from the NSBE website (www.nsbe.org/downloads/) for use after accepting the license agreement and receiving authorization from the National Public Relations Chairperson.

NSBE chapter websites must adhere to the following regarding the logo:

- Site must contain the official NSBE logo.
- Chapter logos can be added in addition to the official logo.
- Chapter logos must clearly place the chapter name within their design.
- The official NSBE logo must not be modified.



Paraphernalia Usage

The NSBE logo can be used on various paraphernalia items after receiving approval from the National Public Relations Chairperson. If these items are to be sold you must go through the formal approval process by submitting a NSBE Vendor Licensing Application along with design samples of the items that will be bearing the NSBE logo. Any NSBE paraphernalia sold in conference marketplaces must be approved by the Logo Approval Committee that includes the National Finance Chairperson, the Marketplace Chairperson on the Convention Planning Committee and a World Headquarters Representative to ensure it adheres to the guidelines of this policy.

In order to uphold the integrity of the NSBE brand, logo use is prohibited on several inappropriate items including but not limited to the following:

- Undergarments
- Fireworks and other explosives
- Firearms
- Alcohol containers
- (An individual's use of the logo for purposes other than acknowledging membership or participation in our activities)

On special small items such as lapel pins, dog tags, and cufflinks the logo is allowed to be used without the accompanying acronym or full spelling of National Society of Black Engineers.

Usage in Conjunction with Other Symbols

Any combination of the logo with other artwork or letters requires a sample of the artwork to be submitted for approval to the World Headquarters representative be reviewed by the Logo Approval Committee. The NSBE logo should always be used in conjunction with any special symbols created for National/Regional programs and events.

Usage with NSBE Chapter Symbols

The logo should not be altered to include college colors, mascots, emblems, etc.



When a chapter or region of NSBE is referenced, the name of the Society should appear in conjunction with the name of the chapter or region. When a chapter's name appears after National Society of Black Engineers a hyphen should be placed between them. The hyphen is optional when used with the name of a region. The hyphen is also optional if NSBE appears after the chapter or region's name. An example would be National Society of Black Engineers Region II or NSBE - St. Augustine's College Chapter. (For official documents, regions should write their name in Roman



numeral form). A chapter or region cannot refer to itself independently in narrative that is specific to that Chapter or Region, but must include the name of the Society at some point within the narrative.

National Society of Black Engineers Region II

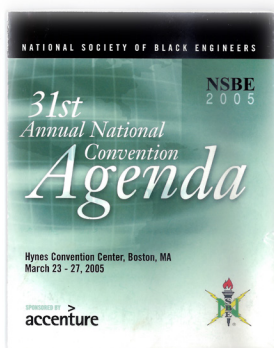


Note: Though the example used with the collegiate chapter does not include The Torch this is an acceptable logo. This design uses the acronym in two different colors. Either the 'N' or the 'E' is a different color from the rest of the letters. The Society names spelled underneath is either black or the same color as the 'N' or 'E' (whichever is different from the other letters).



Usage with BCA Member or Any Other Symbols

Both height and width should be considered when pairing the logo with other logos. The NSBE logo should be just as if not more prominent than any other logos.



Questions regarding the use of the NSBE logo should be directed to:

National Society of Black Engineers
Attn: National Public Relations Chair
205 Daingerfield Road
Alexandria, VA 22314
703.549.2207
www.nsbe.org



Appendix A NSBE Logo Usage Approval Form

Requester Name: _____

Date Needed By: _____

Usage Level:

☐ National

☐ Regional

☐ Chapter

☐ BCA

☐ Other

Type of Usage:

☐ Documentation

☐ Paraphernalia (none)

☐ Electronic

☐

Please attach the documentation, screenshots, or pictures depicting the logo for the requested usage.

Approval Signature: _____

Approval Date: _____