



NAFTNet Logo & Membership Usage Guidelines

1. Purpose of Logo Usage

The NAFTNet logo and name are valuable assets and must be used in a manner that preserves the organization's credibility, brand consistency, and professional integrity.

2. Authorized Users

The NAFTNet logo and name may be used by:

- NAFTNet-recognized Centers
- Authorized NAFTNet members
- Approved affiliates and partners

Unauthorized use is strictly prohibited.

3. Center Membership Promotion

NAFTNet Centers are encouraged to acknowledge and promote their membership in NAFTNet. Centers may:

- State that they are a **“NAFTNet Member Center”** or **“NAFTNet-Recognized Center.”**
- Display the NAFTNet logo on their website, patient materials, marketing materials, recruitment materials, and institutional profiles to indicate participation in NAFTNet.

Centers **may not**:

- Imply NAFTNet endorsement, certification, ranking, or superiority over other centers.
- Use the logo or NAFTNet name in a way that suggests NAFTNet provides clinical accreditation, quality ratings, or regulatory approval.

4. Proper Display

- Only official NAFTNet logos may be used.
- The logo may not be altered, recolored, distorted, or redrawn.
- The full logo must be used and remain unobstructed.

5. Logo Placement

- The logo should be displayed clearly and professionally.

- A minimum amount of clear space must be maintained around the logo.

6. Size and Scaling

- The logo must be scaled proportionally.
- It must remain legible at all sizes.

7. Background and Contrast

- Use the logo only on backgrounds that provide sufficient contrast.
- Do not place the logo on busy, patterned, or low-contrast backgrounds.

8. Digital and Print Formats

- Use high-resolution files for print.
- Use web-optimized files for digital use.

9. Approved Uses

The logo and NAFTNet name may be used for:

- Center websites and social media
- Patient education materials
- Recruiting and institutional marketing
- Presentations and reports
- Conference and event materials

The logo may **not** be used for:

- Commercial products or services
- Fundraising, advertising, or sponsorships not approved by NAFTNet
- Any purpose that could mislead the public about NAFTNet's role

10. Compliance and Revocation

NAFTNet reserves the right to request removal of the logo or name if usage is misleading, inaccurate, or inconsistent with these guidelines. Continued misuse may result in revocation of permission to use NAFTNet branding.

11. Reporting Misuse

Report unauthorized or inappropriate use to
info@naftnet.org

12. Contact

To request official logo files or clarify acceptable use, contact the NAFTNet Executive Office at
info@naftnet.org

