



NAPFA Sponsor Branding Guidelines

Purpose

To protect the integrity of the NAPFA brand while allowing appropriate recognition and visibility for partners and sponsors, these guidelines outline the correct usage of the NAPFA logo, name, and related brand assets.

General Rules of Use

- **Pre-Approval Required:** All sponsor materials using the NAPFA name or logo must be submitted to NAPFA staff for approval before publication or distribution.
 - **Context of Use:** The NAPFA name and logo may only be used in the context of sponsorship or partnership. They may not imply endorsement of products or services unless explicitly stated in a signed agreement.
-

Logo Usage

- **Approved Versions Only:** Use only the official logo files provided by NAPFA. Do not recreate or alter the logo in any way.
 - **Clear Space:** Maintain clear space around the logo equal to the height of the "N" in NAPFA on all sides. This ensures visibility and impact.
 - **Size and Scaling:** Scale the logo proportionally. Do not stretch, compress, or distort the logo.
 - **Color Guidelines:**
 - Use the full-color logo on white or light backgrounds.
 - Use the reversed white logo on dark backgrounds.
 - Black-and-white versions are available for grayscale printing.
-

Name Usage

- **Proper Name:** Always refer to the organization as "NAPFA – The National Association of Personal Financial Advisors" at first mention. "NAPFA" may be used subsequently.
 - **Prohibited Language:** Do not use phrasing like "NAPFA Certified," "NAPFA Approved," or any variation that implies endorsement unless approved.
-

Co-Branding & Placement

- **Placement:** The NAPFA logo must not be larger than the sponsor's logo. It must appear secondary in hierarchy unless otherwise agreed.
 - **Event Sponsorship:** When used in event materials (print or digital), the logo should be accompanied by a phrase such as "Proud Sponsor of [Event Name]."
-

Digital Use

- **Web & Social Media:** Sponsors may reference their partnership with NAPFA on websites or social channels, but must not imply ongoing or exclusive affiliation.
 - **Tagging & Hashtags:** Tag NAPFA's official accounts and use approved hashtags (e.g., #NAPFA2025, #NAPFA) when promoting event participation.
-

Misuse Examples

- Altering the logo colors or shape
 - Placing the logo over complex backgrounds that reduce legibility
 - Using the logo as part of another logo or wordmark
 - Implying endorsement without express approval
-

Contact for Approvals and Assets

For logo files or to submit materials for approval, please contact: groverc@napfa.org