

National Coil Coating Association

GUIDELINES REGARDING USE OF THE NCCA LOGO

To protect the trademark and maintain a unified image, the use of NCCA in word form and in logotype form must be consistent and within these guidelines. It is important that all members use the word mark NCCA and NCCA Logo properly. Failure to do so can lead to loss of trademark rights by NCCA and suspension or termination of member benefits.

A. Use on Member company letterheads, web sites, and general documents.

Member companies may use the NCCA Logo on their letterheads, web sites, and general advertisements or brochures (including sales literature, brochures, 'yellow page' advertisements, etc.) provided that, in each and every case, the following rules are followed:

1. The word "member" or the words "member of" must be used in conjunction with the NCCA word mark or NCCA Logo;
2. The NCCA Logo must consistently be used in the same format, proportioning, type font and appearance as it appears on the attachment hereto;
3. The NCCA Logo must be secondary in prominence to, and stand alone from, the name and logo of the member company;
4. If used as a link button or icon, the NCCA Logo must be used only for the purpose of hyperlinking to the NCCA web site (www.coilcoating.org).

B. Use on documents and items other than letterheads, web sites, and general documents

Members may not use the NCCA Logo on products or on any document or item other than letterheads, web sites, and general documents specified in Part A without the prior written approval of the Association. The Board of Directors will decide whether or not to grant such approval based on the following considerations:

1. Whether the proposed use of the NCCA word mark or the NCCA Logo in a particular situation could be construed by the public as an endorsement of the item or the contents of the document or web site on which the NCCA Logo appears;
2. Whether the document or item on which the NCCA word mark or NCCA Logo appears contains appropriate language making clear that the Association does not guarantee, endorse, or in any way assure the accuracy of the contents of the document or web site or the quality or integrity of the item on which the NCCA word mark NCCA Logo appears; and
3. Whether the rules specified in Part A above have been followed.

C. If, after review, NCCA decides that the member's usage of the NCCA word mark or NCCA Logo is improper, NCCA may terminate any license, whereupon the Member must cease all usage of the NCCA word mark and NCCA Logo and, at the expense of the member, follow reasonable instructions provided by NCCA to minimize any dilution of NCCA's trademark rights.

Use of the NCCA word mark or NCCA Logo on any product packaging, web site domain names, or documents such as company maintenance instructions, warning labels, and similar documents will be prohibited, per the Board of Directors.