

Narcotics Anonymous Logos Style Guidelines

These guidelines contain the correct graphic representations of NA's logos.

The logos have been registered in this form which is the only approved appearance when used by others. Unless specifically approved in writing by NA World Services, no deviation or change from the appearances and specifications in these guidelines is allowed for any logo. Use of all NA trademarks, including NA's logos, is strictly limited to the terms of (1) the NA Intellectual Property Bulletins available at www.na.org/fipt; or (2) a written fully executed agreement with NA World Services. Additional information regarding use of NA trademarks can be found at: www.na.org/fipt.

The following is excerpted from *NA Intellectual Property Bulletin #1* as a resource to this style guide. It appears in full at www.na.org/fipt.

POLICY FOR USE OF NA TRADEMARKS BY GROUPS AND SERVICE BODIES

Use by individual NA members or others

Policies in this or other Intellectual Property Bulletins, do not grant individual NA members or those outside NA permission to reproduce or use NA trademarks or other intellectual property. Individual NA members or others who wish to use NA's trademarks should write directly to Narcotics Anonymous World Services, Inc. (For more information regarding NA member use, please see *NA Intellectual Property Bulletin #2*)

Use by NA groups and service bodies

The policies below outline how all NA groups and also service bodies that are registered with Narcotics Anonymous World Services, Inc. may use NA's trademarks.

Some of the NA Fellowship's registered trademarks are: the name "Narcotics Anonymous," the stylized NA initials, the diamond in a circle, and the original NA group logo, all shown below. NA World Services also has additional registered trademarks that are reserved for use by NA World Services.



Policies for Use

Use of Narcotics Anonymous trademarks should always reflect the seriousness of our primary purpose and our spiritual foundation of anonymity. The Narcotics Anonymous name or trademarks should not be used by an NA group or service body in any way that would imply affiliation, legal liability, or financial responsibility by or to another part of the Fellowship, service structure, or outside enterprise. That means that we should not use the Fellowship's trademarks, name, or logos:

- in any way that would serve to endorse, finance, promote, or affiliate the NA Fellowship with any outside enterprise;
- in conjunction with any law enforcement, political, medical, or religious slogans, themes, or other related materials;
- in a manner as to possibly offend or disrespect the sensibilities of other organizations, groups, or NA as a whole; or
- in any manner that could draw us into public controversy.

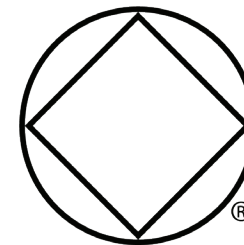
Commercial vendors please see *NA Intellectual Property Bulletin #3 and 3A*.

All uses of NA's registered trademarks need to include the symbol of that registration—an "R" inside a circle like this ®.

All NA logos can be found here: www.na.org/?ID=LR_Logo



(stylized NA initials)



(service logo)



(group logo)



(masthead 2008)

Narcotics Anonymous



(masthead 2017)

Narcotics Anonymous
Your Name Here

Color Guide

The stylized NA initials, service logo, and masthead 2008 can be any color that best fits your design. The colors for the group logo and masthead 2017 are below.

file usage	Pantone spot printing	C/M/Y/K 4c printing	R/G/B viewed on screen	HTML (HEX) website	Grayscale b/w printing	
	Red	PMS 185 C	0/100/100/0	237/28/36	#ED1C24	55%
	Blue	PMS 2370 C	100/100/0/0	46/49/146	#2E3192	75%
	Green	PMS 2252 C	100/0/100/0	0/166/81	#00A651	40%
	Yellow	PMS 102 C	0/0/100/0	255/242/0	#FFF200	8%
	Blue	PMS 2172 C	84/49/0/0	30/119/188	#1E77BC	68%
	Black	PMS Black 6 C	0/0/0/100	0/0/0	#000000	100%

Font Guide

Masthead 2008 uses Helvetica Bold. Masthead 2017 uses Helvetica Neue Light.

Similar fonts may be substituted where necessary and appropriate.

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