

NEDP[®] POLICY MEMORANDUM

Policy Number: NEDP-011
Date Issued: October 1, 2013
Subject: Official NEDP Logo Policy

Purpose:

- Disseminate the registered NEDP logo;
- Clarify proper usage of the NEDP and NEDP affiliate logos; and
- Reinforce the proper usage of the National External Diploma Program[®] name.

Updated NEDP Logo and Affiliate Logo

CASAS has revised the NEDP logo and NEDP affiliate logo to incorporate the use of the registered [®] symbol. (See below.) This revised logo with the [®] symbol denotes the official registration of the logo with the U.S. Patent and Trademark Office (USPTO) and conveys the status of USPTO registration and associated Intellectual Property protections.

Note: The logo with the registered [®] symbol replaces the logo previously in use that had the trademark [™] symbol, which was appropriate while the USPTO application was in process.

CASAS has posted the NEDP affiliate logo with the registered symbol [®] on the NEDP Professionals page in the following file formats: JPEG and PDF.



Usage of NEDP Affiliate Logo

As outlined in the *NEDP Policy and Procedures Manual* and the NEDP Site Letter of Agreement, NEDP agencies are required to use the NEDP affiliate logo provided by CASAS in marketing materials. NEDP affiliate agencies may use the NEDP affiliate logo on digital media, marketing materials, letterhead, or any other materials used to demonstrate affiliation with the NEDP.

NEDP agencies should update digital media (i.e. websites) as soon as possible. NEDP affiliates are not required to reprint recruitment and marketing materials immediately. Collateral should be updated with the new affiliate logo prior to the next printing. All digital and print materials should reflect the new NEDP affiliate logo on or before December 31, 2013.

The NEDP affiliate logo may not be used by agencies other than active NEDP affiliates.

Usage of NEDP Name

NEDP agencies are required to refer to the National External Diploma Program® by its registered name. NEDP agencies should check digital media, print materials, and other collateral to ensure that references to the National External Diploma Program® (NEDP) correctly refer to it by its full name.

The full name must include "National", not just "External Diploma Program." When the acronym is used it should be NEDP, not EDP.

Going forward, NEDP agencies should include the registered symbol ® when the National External Diploma Program is used in print. For example on websites, if you have a section on the NEDP, be sure to use the registered symbol:

NEDP® – National External Diploma Program

Use of the NEDP Logo

The NEDP logo is identical to the affiliate logo except for the word "Affiliate." Agencies may not use the official NEDP logo without written permission from CASAS. The distinction is illustrated below.



Link to the NEDP Website

NEDP affiliates are encouraged to link to the NEDP website at www.NEDP.org. The website has been updated and provides the most accurate information about the NEDP, its development and redesign, alignment to standards, as well as data and research.

Citation(s)

- *NEDP Policy and Procedures Manual*, Section 7.D Official Logo
- *NEDP Site Letter of Agreement*, Section V.3 NEDP Copyright Protection