

# NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION

## BRANDING INFORMATION

### In General

Please do not use the federation's name, logos, or screenshots ("brand materials") in ways that may be confusing, misleading, or suggest sponsorship or endorsement. For example, your name and logo should be more prominent than the North America Scholastic Esports Federation name and logo.

### Brand Restrictions

Abbreviation of the federation's title is accepted: NASEF or the North America Scholastic Esports Federation. Additionally, the logo and color palette are primary elements of brand identity. Do not alter colors, skew or distort the logo, or place the logo on an illegible background.

### Advertising, Promotional, and Sales Materials

Approval is required for use of the federation's logo on websites, products, packaging, manuals, or for other commercial or product use.

### Education and Instruction (books, guides, publications, and conferences)

The federation's brand materials may be used for educational and instructional purposes, but should not be confusing or misleading, or suggest sponsorship. Generally, we do not allow use of our logos or screenshots on book covers, for example.

Please include a non-affiliation statement in your printed materials. For example: "(Title) is not affiliated with or otherwise sponsored by the North America Scholastic Esports Federation."

### Products, Websites, Names and Logos

Please do not use the federation's name as a part of your company or service name, website name, trade name, or product name. Do not use the logo or incorporate the logo into yours. Do not use a domain name containing "north america scholastic esports federation" or any confusingly similar words.

