

NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION

BRANDING INFORMATION FOR PUBLIC USE

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.



NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION

BRANDING INFORMATION FOR CLUB USE

Required Acknowledgement of Participation in NASEF

Although NASEF as a federated model is structured to allow for each Club's independence and autonomy, the Club's participation is within the NASEF structure, similar to any sports team which is individually owned and operated yet participates in a league structure (i.e., NBA, MLB, NHL, NFL, Olympics, etc).

Although there are restrictions as to how to properly use and acknowledge NASEF branding, the Club and its activities are required to acknowledge their participation in NASEF on all printed and digital materials. Language may vary, but a good example of such required acknowledgement is as follows:

"(Club name inserted) is a member of NASEF, the North America Scholastic Esports Federation"

If you are unsure, or have questions, please ask and we will provide guidance.

Brand Restrictions

Abbreviation of the Federation's title is acceptable: NASEF or the North America Scholastic Esports Federation. Additionally, the logo and color palette are primary elements of brand identity. Altering colors, skewing or distorting the logo, or placing the logo on an illegible background is not permitted. NASEF reserves the right to require removal or editing if it deems usage to not be in conformity to its guidelines and principles.

Advertising, Promotional, and Sales Materials

Use of the Acknowledgement Statement should always be done in good taste and respectfully. Regarding use of NASEF's branding on advertising, promotional and sales materials outside for use outside of a participating Club's site, prior approval is required. It is NASEF's intention to generally allow such use so long as it conforms to the guidelines herein.

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

NASEF's brand materials may be used for educational and instructional purposes, but should not be confusing or misleading, or suggest sponsorship, and should always be used in good taste and respectfully. NASEF reserves the right to require removal or editing if it deems in its discretion to not be in conformity to its guidelines and principles.