

NFDA Logo Guidelines – For Members

Logo Clear Zone



To ensure optimum legibility and visual impact of the NFDA identity, a minimum clear zone surrounding the logo has been established. The clear zone must be maintained whenever the logo is used as a free-standing element.

The minimum clear zone is 1.5 the height of the 'N' in the logotype. This area should be clear of typography, photography, patterns, folds, surface edges, and other elements that diminish the visual prominence of the logo.

It is highly recommended that a more generous "clear zone" surround the logo, whenever possible.

Logo Sizing



Proud Member

The logo should be used at the size provided. If you need to use the logo at a different size, please contact the NFDA Communications Department at 262.789.1880 or 800.228.6332. If you use the logo at a different size the logo proportions must be maintained. The logo should never be used at a size smaller than .625" in length as it will become unreadable.

Logo Color Formats

The logo must be used on either a white or a light-colored background.

Preferred Usage

On a white background



Proud Member

Optional Usage

On a colored background



To request either a black & white or one-color version of the logo, please contact the NFDA Communications Department at 262.789.1880 or 800.228.6332.