



Trademark Usage Guidelines

NACS may revise these Guidelines from time-to-time. If you have a license to use certain NACS trademarks, the terms of the license apply where these Guidelines conflict with the terms of the license agreement.

Purpose

Trademarks owned by the National Association of Convenience Stores (“NACS”) identify NACS as the source of various printed material and services. They are a valuable asset to the association that must be used properly to avoid confusing consumers and to protect NACS against unauthorized uses and infringements.

Use

There are two sections to this part of the Guidelines: Use of NACS Trademarks in Non-Stylized Formats and Use of NACS Trademarks and Logos in Stylized Formats.

I. Use of NACS Trademarks in Non-Stylized Formats

If you are using NACS trademarks in a non-stylized form, such as in advertising text or editorial copy, they should be distinguished from the other words in the text by using bold, italic, or capital letters and by using the appropriate ®, TM or SM trademark symbol.

1. Use NACS Trademarks Fairly and Truthfully in a Manner that Does Not Imply an Affiliation with or Sponsorship by NACS

You may use NACS trademarks in a manner that is fair, truthful and not misleading in accordance with these Guidelines. Do not use NACS trademarks in a manner that would express or imply an affiliation, connection or association with NACS or sponsorship or approval by NACS of your products, services or Web sites. Membership alone in NACS does not constitute such an affiliation, connection or association. For example, always display your company name and the trademarks for your products and services more prominently than any of NACS trademarks. The only exception to this guideline is if you have a license from NACS expressly authorizing an affiliation with or sponsorship by NACS, in which case you should refer to the specific terms of the license. You may contact the NACS marketing contact with questions concerning any such license as set forth below.



If you have any questions regarding these brand guidelines, please contact a member of the NACS Marketing Team at marketing@convenience.org or 1600 Duke Street, Suite 700, Alexandria, VA 22314



2. Properly Spell NACS Trademarks and Use a Trademark Notice

Identify NACS as the owner of any NACS trademarks that you use by including the following notice in your document or advertisement:

[Trademarks] are trademarks owned by the National Association of Convenience Stores (NACS).

A list of NACS trademarks is attached to these Guidelines.

3. Use NACS Trademarks as Adjectives

Trademarks are adjectives that should be followed by a noun that is the generic name of the NACS product or service. Examples include: NACS conferences, NACS publications, and NACS member services. This also means that NACS trademarks should never be used as plurals or possessives as that would be using them as nouns rather than as adjectives.

There are a couple of exceptions to keep in mind. First, when referring to NACS as the acronym for the association name, "National Association of Convenience Stores", use NACS as a noun rather than as an adjective: "NACS announced..."

4. Do Not Combine NACS Trademarks into Your Own Trademarks

Do not combine NACS trademarks into your own trademarks, logos and company name, including putting your company's trademarks or name next to NACS trademarks. Also, if NACS has given you permission or a license to use its trademarks or logos in connection with a particular product or service, you may not advertise any of your other products or services in the same advertisement. Doing so would require a separate license.

II. Use of NACS Trademarks and Logos in Stylized Formats

1. Clearly Reproduce and Do Not Distort NACS Trademarks and Logos

Electronic versions of NACS corporate trademarks and logos in stylized formats ("NACS Logos") will be furnished upon request. You must clearly reproduce NACS Logos so they are consistent with the provided artwork, including using the exact colors provided in the artwork. The words or stylization should not be distorted. Registration or other trademark symbols may not be removed.

2. Properly Spell NACS Trademarks and Use a Trademark Notice

Identify NACS as the owner of any NACS trademarks that you use by including the following notice in your document or advertisement:

[Trademarks] are trademarks owned by the National Association of Convenience Stores (NACS).

A list of NACS Logos is attached to these Guidelines.



3. NACS Trademarks and Logos in Stylized Formats May Be Used for Limited Purposes Only

NACS Logos may only be used to indicate your company's current membership status in NACS or your company's participation in a NACS event, program or activity. Examples include exhibiting at the NACS SHOW trade show, at THE Tech Event or NACSTECH show, participation in the NACS STATE OF THE INDUSTRY SUMMIT meeting, or attendance at the NACS REGIONAL GRASSROOTS EVENTS networking events. Other uses must be specifically approved by NACS. NACS Logos may not be used on any of your products or packaging.

4. NACS Logos Must Appear by Themselves and Not Be the Primary Feature

NACS Logos must appear by themselves with reasonable spacing surrounding them from other text or graphics. They may not be the primary feature on any of the uses set forth in point II.3. above. Your own company name, trademarks and logos must be more prominently featured than NACS Logos.

5. Do Not Combine NACS Logos into Your Own Trademarks

Do not combine NACS Logos into your own trademarks, logos and company name, including putting your company's trademarks or name next to NACS Logos. Also, if NACS has given you permission or a license to use its trademarks or logos in connection with a particular product or service, you may not advertise any of your other products or services in the same advertisement. Doing so would require a separate license.

NACS Reserves the Right to Modify or Terminate this Permission

NACS reserves the right to modify or terminate the permission to use NACS trademarks and NACS Logos and may request that you modify or cease use of any of them that, in NACS judgment, does not comport with these Guidelines. For instance, to clarify that your company, product, service or Web site is not associated with or sponsored by NACS, NACS may request that you add a prominently placed disclaimer to that effect. NACS also reserves the right to object to unfair or misuses of its trademarks or NACS logos or other violations.



If you have any questions regarding these brand guidelines, please contact a member of the NACS Marketing Team at marketing@convenience.org or 1600 Duke Street, Suite 700, Alexandria, VA 22314



Trademark and Logos

I. Use of NACS Trademarks in Non-Stylized Formats

- NACS
- NACS Daily
- NACS Leadership Forum
- NACS Magazine
- NACS National Association of Convenience Stores
- NACS Online
- NACS Show
- NACS SOI
- NACSPAC
- National Association of Convenience Stores
- The Association for Convenience & Fuel Retailing
- Advancing Convenience & Fuel Retailing

2. NACS Trademarks and Logos in Stylized Formats

