



National Society of Black Engineers

The NSBE Logo, shown above, consists of The Torch and official name of the Society.

Meaning:

The NSE Torch symbolizes our everlasting burnign desire to achieve success in this competitive society and to affect a positive change on the quality of life for all people. The lightning bolts represents the striking impact that will be felt by the Society and industry due to the contributions and accomplishments made by dedicated members of the National Society of Black Engineers.

Proper use of the NSBE logo:

- Helps protect the name and brand
- Aids in worldwide recognition of the Society



The logo without the letters is reserved for use on lapel pins, dogtags, and cufflinks.



The logo should not be rotated, skewed, recolored, redrawn, shaded, or distorted.



The 'N' should be in front of the lightning bolts.

Download logo images: nsbe.org/logo.aspx

*If you have any difficulty accessing the logos, please contact the National Public Relations Chair.

Tips for using the NSBE logo correctly:

- Always use The Torch and Society name or acronym in close proximity. The Torch must not stand alone.
- Any entity wishing to utilize the logo must go through a formal approval process first.
- Do not place the logo within text or headlines.
- Logo can only be placed in headlines if approved by National Communications Zone on an approved letterhead.
- Always include the ® next to The Torch handle.
- The only color options for The Torch are:



- The logo should have a clear space of 1/4 the size of the logo on every side.



- Do not distort the image in any way.
- Minimum size: 3/8" wide by 5/16"

For questions contact National Public Relations Chair: nebpr@nsbe.org



Usage with NSBE Chapter Symbols

The logo should not be altered to include school colors, mascots, emblems, etc.

Paraphernalia Usage

The NSBE logo can be used on various paraphernalia items after receiving approval from the National Public Relations Chairperson. If these items are to be sold you must go through the formal approval process by submitting a NSBE Vendor Licensing Application along with design samples of the items that will be bearing the NSBE logo. Any NSBE paraphernalia sold in conference marketplaces must be approved by the Logo Approval Committee that includes the National Finance Chairperson, the Marketplace Chairperson on the Convention Planning Committee and a World Headquarters Representative to ensure it adheres to the guidelines of this policy.

In order to uphold the integrity of the NSBE brand, logo use is prohibited on several inappropriate items including but not limited to the following:

- Undergarments
- Fireworks and other explosives
- Firearms
- Alcohol containers

An individual's use of the logo for purposes other than acknowledging membership or participation in our activities

Usage in Conjunction with Other Symbols

Any combination of the logo with other artwork or letters requires a sample of the artwork to be submitted for approval to the World Headquarters representative be reviewed by the Logo Approval Committee. The NSBE logo should always be used in conjunction with any special symbols created for National/Regional programs and events.

Logo Usage Approval Process

The Torch shall be used only by recognized chapters of the Society and outside vendors who have gained the expressed written consent of NSBE from the National Public Relations Chairperson. This is done to ensure that the quality and essence of the Torch is not compromised. All outside vendors desiring to utilize the Torch on their materials must submit the NSBE Logo Usage Approval Form to the National Public Relations Chairperson. All logo forms submitted will be approved within two weeks of receiving your request. If the National Public Relations Chairperson is unable to approve logo forms he/she reserves the right to authorize a Regional Public Relations Chairperson or another suitable entity to do so in their place.

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Chair: nebpr@nsbe.org