



QUALITY SEAL STANDARDS & GUIDELINES

We appreciate your willingness to utilize the new NALFA Quality Certification Seal (ANSI-LF-01-2003) in your advertising and marketing communications. By helping to increase consumer exposure to the Seal, you are underscoring your role as a vital partner in the support and growth of the laminate flooring category.

The following guidelines are provided to assist you with proper usage of the NALFA Quality Certification Seal. Communication is most effective and efficient when it

is consistent, and correct application of these guidelines will ensure both a consistent presentation and effective communication. Your advertising will produce the best results for your business and the laminate industry as a whole. We thank you in advance for your cooperation.

As you can see, the new seal has a more modern, technological and environmentally friendly look to it. We feel this will better position both NALFA and the laminate industry as we grow together in the future.

APPROVED VERSIONS



NLFA_NewQSeal_4c.eps

THIS VERSION IS PROVIDED FOR 4-COLOR APPLICATIONS, WHERE THE TAG LINE WILL BE EASILY LEGIBLE ON A WHITE OR VERY LIGHT BACKGROUND COLOR OR PHOTOGRAPH.



NLFA_NewQSeal_4cREV.eps

THIS VERSION IS PROVIDED FOR 4-COLOR APPLICATIONS WHERE, FOR THE SAKE OF LEGIBILITY, THE TAG LINE NEEDS TO BE REVERSED OUT OF A BLACK OR VERY DARK BACKGROUND COLOR OR PHOTOGRAPH.



NLFA_NewQSeal_1cK.eps

THIS VERSION IS PROVIDED FOR BLACK-ONLY APPLICATIONS, WHERE THE TAG LINE WILL BE EASILY LEGIBLE ON A WHITE OR VERY LIGHT BACKGROUND COLOR OR PHOTOGRAPH.



NLFA_NewQSeal_1cW.eps

THIS VERSION IS PROVIDED FOR BLACK-ONLY APPLICATIONS WHERE, FOR THE SAKE OF LEGIBILITY, THE TAG LINE NEEDS TO BE REVERSED OUT OF A BLACK OR VERY DARK BACKGROUND COLOR OR PHOTOGRAPH.

APPROVED COLORS



■ C=23 M=0 Y=100 K=17

■ C=0 M=0 Y=0 K=60

THE COLOR SEAL IS DESIGNED TO BE REPRODUCED USING 4-COLOR PROCESS (CYAN, MAGENTA, YELLOW AND BLACK). THE COLORS ARE BUILT INTO THE PROVIDED ART FILES, AND SHOULD NEVER BE ALTERED IN ANY WAY.

SIZE AND USAGE

1-1/4" MINIMUM



X=1/2 WIDTH



THE SEAL MAY BE REDUCED OR ENLARGED AS NECESSARY (ALWAYS PROPORTIONATELY), BUT SHOULD NEVER BE REPRODUCED TO SMALLER THAN 1-1/4" WIDE.

THE SEAL SHOULD BE AT LEAST 1X AWAY FROM OTHER LOGOS, ART OR COPY. X=1/2 THE WIDTH OF THE SEAL.



TILTED



STRETCHED

THE SEAL MUST BE REPRODUCED FROM THE PROVIDED ART FILES AND SHOULD NOT BE REDRAWN, REPROPORTIONED OR MODIFIED IN ANY WAY. SEVERAL UNACCEPTABLE EXAMPLES ARE PICTURED AT LEFT.

THE SEAL SHOULD BE PLACED IN AN UNCLUTTERED SPACE IF PLACED ON A PHOTOGRAPH OR AD, PREFERABLY IN A SOLID COLOR AREA WITH MINIMUM PATTERN THAT WOULD OFFER GOOD CONTRAST.



WRONG COLORS

THE SEAL IS APPROVED FOR USAGE BY NALFA MEMBERS AND ASSOCIATE MEMBERS, TO BE USED ON PRINT ADS, CATALOGS, WEBSITES, TELEVISION COMMERCIALS, MAILERS, POINT OF PURCHASE SIGNAGE AND BROCHURES.

IF YOU HAVE QUESTIONS ABOUT THESE GUIDELINES OR FEEL YOU NEED TO ALTER THE SEAL FOR SPECIAL CIRCUMSTANCES PLEASE CONTACT:

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