

# Brand Standards & Guidelines

## For .Pharmacy Registrars



*Introduction*

The National Association of Boards of Pharmacy® (NABP®) is the independent, international, and impartial Association that assists its member boards in protecting the public health. Through its accreditation, license verification, and testing programs NABP aims to ensure the public health and safety. The proper visual identity implementation of NABP's programs is essential for promoting, maintaining, and protecting the trade marks and value of the .pharmacy domain. These guidelines are intended to direct correct implementation of the visual brand expressions.

NABP owns all marks for its .pharmacy domain name registry program ("the Marks"). Guidelines have been developed for use by registrars wishing to use the Marks in promotional, advertising, instructional, or reference materials. This document includes guidelines for the Marks of the programs for which your organization serves as a registrar. For any other use of the Marks by your organization, you must seek the separate written permission of the NABP executive director/secretary. The press and other parties also wishing to use the Marks must seek the written permission of the NABP executive director/secretary.

Please contact NABP if you observe any abuse or unauthorized use of the Marks.

*Terms of Use*

Any person or entity using the Marks, in whole or in part, acknowledges that NABP is the sole owner of the Marks and agrees that it will not interfere with the rights of NABP in the Marks, including challenging NABP's use, registration of, or application to register such marks, alone or in combination with other words, anywhere in the world, and that it will not harm, misuse, or bring into disrepute the Marks. The goodwill derived from using any of the Marks exclusively inures to the benefit of and belongs to NABP. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

Your use of the Marks constitutes agreement to be bound to the terms of these guidelines. NABP reserves the right to take action including, but not limited to, terminating permission to use the Marks if any use of the Marks does not conform to these guidelines or the terms and conditions of being a registrar, or infringes on any NABP intellectual property or other right, or violates other applicable law.

These guidelines do not imply or grant permission to use any other mark including, but not limited to, the NABP logo in any manner other than as required or allowed by these guidelines. Requests for use of any other NABP mark must be submitted separately and in writing to the NABP executive director/secretary.

These guidelines do not grant a right to license or convey the Marks to any third party, nor do they grant a license or right to any other NABP seal, service mark, trademark, or intellectual property. NABP reserves the right, at its sole discretion, to terminate or modify permission to display the Marks at any time.

*Written references to NABP and the .Pharmacy Domain Name Registry*

The official full name of the Association and of the program are as follows:

National Association of Boards of Pharmacy®  
.Pharmacy Domain Name Registry

When referencing NABP in writing, it is preferred that the full name and acronym with the appropriate mark be used on the first reference. After the first reference, the acronym may be used.

**Examples of how to reference NABP and the program follow:**

1. [XYZ company] has been accredited by the National Association of Boards of Pharmacy® (NABP®) for .Pharmacy Domain Name Registry. [XYZ company] is also NABP accredited for Digital Pharmacy.
2. [XYZ company] has earned NABP®'s .Pharmacy Domain Name Registry.

*For information or questions regarding current .pharmacy graphic standards, please contact:*



*National Association of Boards of Pharmacy  
Attn: Marketing Manager  
1600 Feehanville Dr  
Mount Prospect, IL 60056  
Tel: 847/391-4406  
Email: [marketing@nabp.pharmacy](mailto:marketing@nabp.pharmacy)*

*Website Use of the .pharmacy Logo*

Registrars are not required to display the .pharmacy logo. Use of the .pharmacy logo by a registrar indicates that the registrar has been approved by NABP to sell .pharmacy domain names. Approved registrars are instructed to use the logo in accordance with these guidelines.

Registrars may not give registrants of .pharmacy domain names permission to use the .pharmacy logo. Registrants wishing to use the .pharmacy logo must seek written approval from the NABP executive director/secretary.

Registrars may choose to display the .pharmacy logo on the pages of their website where they provide information about purchasing the .pharmacy domain. They may also include it on their home page if desired. The logo cannot be displayed in the footer of the business's website.

The registrar's web page title and other trademarks and logos must appear at least as prominently as the Seal.

The .pharmacy logo cannot be displayed in any manner or on any site that disparages NABP or its members or programs, that infringes on any NABP intellectual property or other rights, or that violates any state, federal, or international law.

Displaying the .pharmacy logo in a manner that connects it to or implies an affiliation with other verification, certification, or accreditation services is prohibited.

The .pharmacy logo may only be displayed on the websites of registrars authorized by NABP as a .pharmacy registrar.

Any other posting other than as allowed in these guidelines requires the express written permission of the NABP executive director/secretary.

The .pharmacy logo cannot link to any sites or locations other than the .Pharmacy domain name registry page (<https://nabp.pharmacy/programs/accreditations/dotpharmacy-registry/>) or related web pages on the registrar's website.

*Usage of the .pharmacy Logo*

As mentioned earlier in these guidelines, the .pharmacy logo may be used by NABP-approved registrars in a variety of printed and electronic materials as a way to promote the registrar's status as an approved seller of .pharmacy domain names.

**Use of the .pharmacy logo is restricted to .pharmacy registrars.**

Below is a listing of approved usage of the .pharmacy logo:

- Printed promotional materials such as brochures and information sheets
- Printed patient education materials
- Newsletters
- Exhibition booths
- Exposition materials
- Advertisements
- Video promotion B-roll footage
- Educational presentations

**Use of the .pharmacy logo is strictly prohibited for use in the following:**

- Invoices
- Email Signatures
- Letterhead, Footer (including envelopes)
- Business Cards

Use of the .pharmacy logo in advertorials, editorials, infographics, or in any type of promotional material not listed above requires express written permission of the NABP executive director/ secretary. Contact the NABP Marketing Department at [marketing@nabp.pharmacy](mailto:marketing@nabp.pharmacy) if you have questions or wish to submit a request for permission.

The .pharmacy logo must be displayed in accordance with these guidelines and may not be displayed in a manner that implies NABP sponsorship or endorsement of a registrar's other products or services.

**.Pharmacy Brand  
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*.Pharmacy Logo Minimum Size and Clear Space*

Minimum size refers to the smallest size at which the .pharmacy logo may be reproduced and still maintain legibility. To ensure legibility, the minimum reproduction size of both versions of the logo is 150 pixels or 1.5 inches in length. The logo should scale proportionally.

At a minimum, surround the .pharmacy logo with a clear space equal to the “dot” motif within the logo. Clear space is the area around the logo that should be free of all other logos, symbols, text, or other graphic elements. This clear space is required to ensure the clarity of the .pharmacy logo.



95px wide min.

**WEB**  
Minimum acceptable size for website use  
is 95 pixels wide



1.5" wide min.

**PRINT**  
Minimum acceptable size for print use  
is 1.5" wide

**.Pharmacy Brand  
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*Color for the .Pharmacy Logo*

Full color representation of the .pharmacy logo is preferred; however, if the medium does not allow for a color logo then the black logo may be used. The colors in the .pharmacy logo are as follows.



50% – 100% Teal Gradient  
#ABC5CA – #588C96



Teal  
PMS 321  
RGB 88, 139, 148  
Hex #588C96

*If the medium does not allow for color, then black and white is acceptable for the logo.*



100% Black

**Some Restrictions Apply**

To protect the registered trademark and maintain the equity and value of the .pharmacy brand, the .pharmacy logo must never be altered or redrawn. No entity is permitted to remove or alter any element of the Mark in any manner, including proportions, colors, elements, or animate or otherwise distort the perspective or appearance of the .pharmacy logo.

In addition, the .pharmacy logo must not be displayed as a feature or design element of any other seal or logo and it must not be combined with any other object, including, but not limited to, words, icons, graphics, photos, slogans, numbers, or other design elements. Several examples of misuses are shown on this page.



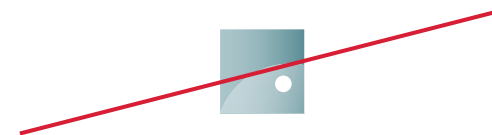
Do not alter the colors of the logo



Do not slant, stretch, or distort the logo



Do not add to or alter any of the elements within the logo



Do not use the "dot" element as a stand-alone logo.



Do not alter typography or text within the logo



Do not place the logo on busy or low contrast backgrounds