NWANA Brand Guidelines

Nordic Walking Association of North America (NWANA) · From the Logos and Brand Assets page · Generated as a PDF from nwaofna.org on November 22, 2026

Brand Resources

Logos & Brand Assets

The Nordic Walking Association of North America (NWANA, we, us, or our) provides logos, brand assets, images, documents, and related materials to support appropriate use of the NWANA identity in approved programs, events, communications, partnerships, sponsorships, media coverage, and public information. This page explains how NWANA logos and brand assets may be used.

Effective Date: August 10, 2026

1. Purpose

NWANA brand assets help create a consistent and recognizable identity for Nordic Walking in North America. These assets may be used to support: NWANA programs; NWANA events and competitions; licensed instructors and coaches; certified officials and organizers; approved groups, clubs, and teams; sponsorships and partnerships; media coverage; educational materials; donation and fundraising campaigns; public communications.

2. What May Be Included

NWANA may provide brand assets such as: NWANA logos; NWANA emblems; event logos; program marks; sport marks; health and wellness marks; instructor or coach marks; official color references; approved images; approved copy blocks; press-ready materials; social media graphics; sponsor or partner graphics; downloadable files. The availability of specific assets may change over time.

3. Ownership

All NWANA names, logos, emblems, marks, graphics, designs, images, documents, and brand materials are owned by NWANA or used with permission unless otherwise stated. Downloading or receiving a NWANA logo or brand asset does not transfer ownership and does not automatically grant permission for any public, commercial, promotional, event, apparel, merchandise, or sponsor use.

4. General Use Rules

NWANA brand assets must be used accurately, respectfully, and consistently. You may not: alter, distort, redraw, recolor, stretch, crop, or modify NWANA logos without permission; use NWANA logos in a way that suggests false approval, endorsement, partnership, certification, license status, or official authority; use NWANA branding for unapproved events, programs, products, services, merchandise, or commercial activity; combine NWANA logos with other marks in a way that creates confusion; place NWANA logos on offensive, unsafe, misleading, political, discriminatory, or inappropriate materials; use NWANA assets in a way that damages the reputation, mission, or integrity of NWANA.

5. Approved Use

NWANA brand assets may be used when: NWANA has approved the use; the use is connected to an official NWANA program, event, license, certification, or communication; the user is an approved sponsor, partner,

organizer, instructor, coach, official, volunteer, or media contact; the use follows NWANA brand guidelines and any written instructions; the use does not misrepresent the relationship with NWANA. Some uses may require written approval before publication.

6. Instructors, Coaches, Officials, and Organizers

NWANA license holders and certified individuals may be allowed to use certain NWANA materials only within the scope of their license, certification, role, and current status. A person may not use NWANA branding to suggest that they hold a license, certification, title, or authorization that they do not have. If a license or certification expires, is suspended, is revoked, or is not renewed, NWANA brand use connected to that status must stop unless NWANA gives written permission.

7. Events, Groups, Clubs, and Teams

NWANA logos or program marks may be used for events, groups, clubs, and teams only when approved by NWANA or when permitted by specific NWANA guidelines. Use of NWANA branding for an event does not automatically mean that the event is sanctioned, insured, certified, endorsed, or operated by NWANA unless NWANA clearly states that status in writing. Local groups, clubs, teams, and organizers should avoid creating materials that confuse the public about whether an activity is official, sanctioned, independent, local, regional, national, or partner-led.

8. Sponsors and Partners

Sponsors and partners may use NWANA brand assets only according to the terms of their sponsorship or partnership agreement. Sponsorship or partnership does not automatically grant unlimited rights to use NWANA logos, marks, images, participant photos, event names, or program materials. NWANA may require review and approval of sponsor or partner materials before publication.

9. Media Use

Media organizations may use NWANA-provided logos, photos, and brand materials for accurate news, editorial, or public-information coverage related to NWANA. Media use must not misrepresent NWANA, falsely imply endorsement, alter official marks, or use NWANA materials in misleading or inappropriate ways. For media questions or asset requests, contact NWANA.

10. Photos and Images

Photos, videos, and images provided by NWANA may be subject to copyright, participant privacy, photographer rights, event restrictions, or media-use limitations. Do not use NWANA photos or participant images for advertising, merchandise, sponsorship, commercial campaigns, or public promotion unless you have permission. Youth participant images require special care and may be restricted.

11. Merchandise and Commercial Use

NWANA logos and brand assets may not be used on merchandise, apparel, products, paid advertising, commercial services, or fundraising items without written approval. This includes, but is not limited to: shirts; hats; jackets; medals; certificates; banners; signs; websites; social media ads; printed materials; training products; paid courses; sponsor materials; event merchandise.

12. Brand Consistency

When using approved NWANA brand assets, users should preserve: correct logo proportions; readable spacing; approved colors where provided; clear background contrast; accurate naming; professional presentation; correct relationship language. NWANA may request edits, removal, correction, or replacement of materials that use the brand incorrectly.

13. No Implied Endorsement

Use of NWANA brand assets does not create an endorsement, sponsorship, partnership, certification, license, sanctioning, employment, agency relationship, or official approval unless NWANA clearly states that relationship in writing.

14. Removal or Correction

NWANA may require removal, correction, or discontinuation of any use of NWANA logos, marks, images, names, or brand materials that NWANA determines is unauthorized, inaccurate, misleading, outdated, harmful, inconsistent, or inappropriate. Failure to comply may result in loss of access, license action, certification action, event approval denial, partnership termination, or other action.

15. Requests for Permission

If you are unsure whether your use is allowed, ask NWANA before publishing, printing, selling, distributing, or promoting materials that include NWANA brand assets. Permission requests should include: your name and organization; intended use; where the asset will appear; whether the use is public, private, commercial, nonprofit, media, event, or educational; sample layout or draft if available; deadline or publication date.

16. Updates to Brand Assets

NWANA may update, replace, retire, or revise logos, marks, graphics, files, and brand guidelines at any time. Users should use the most current approved assets when available. Older logos or files may no longer be approved for new materials.

17. Contact NWANA

For logo, brand asset, media, sponsor, or permission questions, contact NWANA: Email: info@nwaofna.org. Subject line: Brand Assets Request