



**FBINAA**  
FBI National Academy Associates, Inc.

National Office:  
FBI Academy Bldg. 8-102  
Quantico, VA 22135  
PH: 703-632-1990 Fax: 703-632-1940

## **FBINAA CHAPTER LOGO GUIDELINE**

FBINAA Chapter logos are a reflection of the FBI National Academy Associates, Inc. (FBINAA) and its strong relationship with the FBI National Academy (FBINA). This guideline was established by the FBINAA to provide guidance in the design of the FBINAA Chapter logos and applies to all Chapters of the FBINAA. It outlines the requirements by the FBINA related to the use of the FBINA Seal and design elements that establish a uniform and professional image across all Chapters.

### **FBINA SEAL**

The FBI National Academy (FBINA) is a federal program owned and operated by the FBI, and the initials "FBINA" refer to the FBI's program. The MOU between the FBI and the FBINAA, along with separate authorization from the Director of the FBI, grants limited permission in displaying/using the FBINA Seal only. As stewards of the FBINA Seal, the Association's permission is to use the FBINA Seal, not the FBINA name.

The Seal is a central design element and must be included in all primary Chapter logos. The official Seal artwork for use is the PRIMARY MARK in the FBINAA Brand Standard (2024 version or later). Use of the SECONDARY MARK (which is associated with the FBINA) is for limited applications and only by permission of the FBINAA National Office.

*The World's Strongest Law Enforcement Leadership Network*  
[www.fbinaa.org](http://www.fbinaa.org)

*The FBI National Academy Associates is a private non-profit organization and is not part of the Federal Bureau of investigation or acting on its behalf.*



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## EXCLUSIVITY

The FBINAA, recognized as the steward of the FBINA Seal, emphasizes that the use of this seal, in conjunction with Chapter affiliation, expressly prohibits any Chapter from asserting exclusive ownership of a logo.

## LOGO CONSTRUCTION

The design of each Chapter logo is a collaborative effort between the Chapter and the FBINAA. Chapters are not permitted to reference the abbreviation "FBINA" or the name "FBI National Academy" in a logo design separately from what's already stated in the FBINA Seal.

Chapters are required to display the NA Seal in their primary logo. Due to its complexity and for legibility and prominence, the Seal should be at least 1/3 the size of the overall Chapter logo's longest dimension. The FBINA Seal cannot be altered in any manner, nor any design element placed over it.

The inclusion of the Chapter name, the abbreviation "FBINAA", or "FBI National Academy Associates" in the logo design are at the discretion of the Chapter. If the abbreviation is used, it is to be written as "FBINAA" with no periods and no spaces.

For limited reproduction processes such as embroidery, a simplified, secondary logo design without the FBINA Seal can be used but the abbreviation "FBINAA" or "FBI National Academy Associates" should be included.

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## **LOGO DESIGN APPROVAL**

In order to ensure compliance with the MOU between the FBI and the FBINAA and to ensure adherence to brand standards and this guideline, any design modification or revamp of a Chapter logo requires review for compliance by the FBINAA. To reduce delays in the design process due to possible violation of the FBINAA Brand Standard or use of the FBINA Seal, inclusion of the FBINAA Marketing Branch in the initial development stages is recommended. For inquiries or to submit logo designs, please contact Kevin Warren, Marketing & Brand Manager, at [kwarren@fbinaa.org](mailto:kwarren@fbinaa.org).

## **DESIGN SERVICES & SOURCE FILES**

The FBINAA National Office offers design services and assistance to all Chapters in the development or update of their logo. For inquiries, design and brand guidance, or requests for the official FBINA Seal graphic files, please contact Kevin Warren, Marketing & Brand Manager, at [kwarren@fbinaa.org](mailto:kwarren@fbinaa.org).

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