

Dear Editors,

September 1 is the official date of our transition to "National Association for Music Education"! We are in the process of completing an in-depth style guide to share with you, but we know many of you are printing journals and conference materials right now - so here is the new logo ready for your print use:

<http://www.menc.org/gp/ads-for-menc-state-editors> .

It is available for download in both high resolution (print quality) and low resolution (web quality) versions, and in four-color and black/white.

Here are some important specification for use of our new name and logo:

1. Official name: National Association for Music Education
2. There is no "The" in "National Association for Music Education." A lower case "the" can be used where appropriate in written or spoken communications.
3. The acronym is "NAfME." The acronym exactly matches the initial letters in each word of the name. It is not necessary to use the acronym as part of our name (as we did with MENC: The National Association for Music Education). In other words, don't use the text "NAfME: National Association for Music Education."
4. It is preferred that the acronym be pronounced as individual letters, n-a-f-m-e. (Ceasing saying "m-e-n-c" will take some major effort for most of us!)
5. The new website address will be www.nafme.org. It's not necessary to use capital letters in a web address.
6. The logo colors should not be modified in any way. If you can't use the four-color logo, please use black and white.
7. Where appropriate in text or as part of your state logo, it would be great to begin identifying your organization as "<NAME OF YOUR ASSOCIATION>>, a federated state association of National Association for Music Education." This helps current and prospective members, as well as the general public, identify us as a family of associations.
8. It is fine to include the phrase "(formerly MENC)" after our new name (where appropriate in text, not as part of any artwork) as we proceed through this transition.
9. Please do not place the new NAfME logo on your website before September 1, but after that date, a logo and link to www.nafme.org would be terrific.

Please contact Elizabeth Lasko at elizabethl@menc.org or our graphic designer Kristin Rule at kristinr@menc.org for help with logos.

In August, we will distribute the style guide and present a Webinar so that we can have an interactive conversation with you about logo use and name transition.

This information has been sent separately to state presidents and executives.

Thank you - have a great weekend.

Sincerely,

Becky Spray

NAfME Promotions Manager