

	American Pediatric Surgical Nurses Association Inc. <i>Safety and Excellence in the Surgical Care of Children</i>	
	POLICY AND PROCEDURE	
PAGE: 1 of 2	REPLACES POLICY DATED: April 12, 2017	
EFFECTIVE DATE: April 12, 2020	APPROVED BY: APSNA BOD 2022-2023	
NEXT REVISION: April, 2025		
POLICY DESCRIPTION: APSNA Brand Identity Policy		
REVIEWED: 4/20, 2/23	REVISION:	

**STATEMENT OF POLICY:** The image of the American Pediatric Surgical Nurses Association, Inc. ("APSNA") and how it is portrayed is paramount as it is a representation of who we are and what we stand for, and has a direct effect on the internal and external perception of both the brand of APSNA and APSNA as an association.

**Purpose:** Branding is much more than the proper use of a logo or color. To maximize the impact of our work and communications, and to achieve the greatest recognition, it is important that APSNA presents itself as a single, consistent brand. The purpose of the policy is to ensure that APSNA benefits from the consistent and coherent promotion of the association's brand and to minimize risk from the misuse of the brand.

To enhance, maintain, and protect the brand identity for APSNA, this policy governs the use of all words, logos, text, fonts, or symbols used to identify or distinguish services affiliated with APSNA for any purpose. It provides that all appropriate applicable guidelines pertaining to the words, logos, symbols or other brand identifiers must be followed.

Procedure:

I. Logo

- A. The distinctive logo of The American Pediatric Surgical Nurses Association, Inc. ("APSNA"), see Appendix, is reserved for use by the Association and its organizational components for purposes authorized by the Association.
  1. The symbol is the key element in the association identification. The symbol is designed in a two-color combination making the child (representative of pediatric surgical patient) the focal point of attention in keeping with the **vision** of the organization. The larger image is considered gender neutral and embraces the **values** of the organization. The organization's establishment date is a reminder of its **mission**.
  2. This symbol is the visual link, which connects the graphic communications of all components and programs of APSNA.
- B. Use of the logo shall be restricted to the identification of official APSNA publications, programs and services and not for personal or commercial purpose of any nature.
- C. Members of the Board of Directors of APSNA are expected to use the official APSNA stationery in their correspondence related to APSNA programs and services. Individual board members' personal or institutional stationery is prohibited. This is in order to establish clear identification of their role and purposes as leaders within the Association.
- D. Leaders of other organizational components, including special interest groups, committees, and task forces may be issued the stationery template for their use in connection with their

- volunteer activities supporting the goals and purposes of APSNA.
- E. No person or group, not otherwise authorized, may utilize APSNA stationery, its form, design elements, or style.
  - F. Usage:
    - 1. Do not modify or alter the logo, logo colors or formal text without the express permission of the APSNA Secretary.
    - 2. Use the approved letterhead styles on all printed envelopes, notepads, business cards, mailing labels, and other stationery items conforming to stated logo guidelines.
    - 3. The official logo is recommended for all visual representations of APSNA—for signs, video productions, educational materials, and the like, in addition to printed publications, social media, and the Web site.
    - 4. Use of the logo and formal text (by individuals outside of APSNA) must be approved by APSNA. Requests should be submitted in writing to [info@apsna.org](mailto:info@apsna.org) with attention to the Secretary.
  - G. The [style guide](#) provides general guidelines for the correct usage of the logo, and helps volunteers of APSNA keep a consistent brand identity when marketing and promoting the organization.