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 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, font 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 official the 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 the APSNA—for signs, video productions, educational materials, and the like, in addition to printed publications, social media, and the Web site.
   4. Use of logo and formal text (by individuals outside of APSNA) must be approved by APSNA. Requests should be submitted in writing to secretary@apsna.org

G. The style guide provides general guidelines for the correct usage of the logo, and help volunteers of APSNA keep a consistent brand identity when marketing and promoting the organization.