Use of AMSN Logo by Chapters

Chartered chapters are granted special privileges, including but not limited to the use of the AMSN logo, within policy.

Background information on Logos

As the single, common identifying mark in communications, it is critical that a logo be respected and treated uniformly across all communications. Care must be taken in employing it so that it clearly defines the organization. The purpose of following guidelines for use of graphic elements is to help ensure consistency. Consistency will enhance awareness and visibility of the organization, reinforce its message and maintain a recognizable presence for the organization among audiences. Another benefit is that members begin to identify with the consistent image, reinforcing loyalty to and pride in their organization.

Where Chapters Should Use the AMSN Logo

Please use the AMSN logo on chapter brochures, event flyers, newsletters, websites, Facebook pages, T-Shirts, fundraising items, banners, signs, tablecloths, etc. to enhance visibility of the organization and communicate your official affiliation with AMSN!

Below are the policies and guidelines to help you use the logo effectively.

Logo Use Review and Approval

In order to ensure graphic consistency and the benefits this brings to our organization, chapters must seek review and approval from the national office for their use of the AMSN logo (size, placement, background, etc.) before it appears in print, electronic media or on other items.

- Please submit chapter logo artwork for approval electronically using this form.
- Allow at least one week for turn around
- The national office will be happy to work with you to approve “templates” for newsletters or flyers (printed or electronic) so that you do not need to seek approvals for every issue
Standard Use of the Logo

When the official organization name is used in logo form, (i.e., not in regular text), the following guidelines shall apply:

- As a chartered chapter, the organization logo should appear on all print and electronic material produced by or on behalf of the chapter. It should not appear more than once on a single page.
- No other type styling or fonts will ever be used for the logo. Standard colors (already established) are always used except in a black and white piece. (See example on the next page.)
- Reconstruction, redesign, or reproduction of the logo is not permitted. Files of the established logo must be used for all finished art created for all print and electronic media and will be supplied electronically by the national office. The logo should not be reproduced by any individual or group within the organization for any purpose without approval by the national office.
- For chapters, the appearance of an AMSN logo signals your official affiliation with the organization. The logo should not be used as a headline.
- The tagline should be considered part of the logo, i.e., Nurses Nurturing Nurses was part of the old logo. The logo may appear without the tagline only under special circumstances, but the tagline never appears without the logo (see “Standard Use of the Tagline”).
- Legibility is essential, and even though various sizes of the logo may be used (see examples) depending on the application, the logo should never appear in a size less than 1 inch in height with proportional width, ½ inch without the tagline (see example).
- Always leave the recommended amount of clear space around the logo. This gives the logo room to breathe and ensures that it will not be obscured by neighboring elements or competing fonts. The minimum clear space is equal to half the amount of the AMSN graphic display in the logo (see example below).
The logo should never be combined with any other logo and should not be used in close proximity to another logo. If two or more logos are shown, each logo should have enough space surrounding it for maximum readability and appropriate identification. Note to chapters who have their own logos: When you want to show both, take care to leave adequate space to separate the two.

- The logo should never be used as art, that is, as a design element or part of a design element. Additionally, no other art or graphic elements should be used in conjunction with the logo.
- Background for the logo should provide sufficient contrast for maximum readability. Textured, or confusing (i.e., overly crowded or “busy”) backgrounds should be avoided.

**Minimum Size***

Logo without tagline:

![Logo without tagline](image)

Logo with tagline:

![Logo with tagline](image)
*Minimum size is determined by height with proportionate width.

**Colors**

The logo colors will be teal (PMS 5483) for the AMSN initials, black for the “Academy of Medical-Surgical Nurses” and lighter teal for the tagline. With the exception of an all black logo, an all teal logo or an all white logo on a dark background, no other colors will be substituted.

![PMS 5483 Colors](image)

**Tagline**

A permanent tagline, when used in conjunction with the logo, delivers a consistent message that helps to define the character and purpose of the organization.

This is especially true with the AMSN tagline:

*Compassion. Commitment. Connection.*

The tagline is not a theme line such as one that might be developed for a specific campaign, i.e., the former “Making a world of difference” for Med-Surg Nurses Week. It is a permanent descriptive of the organization that is typically used in display with the logo. Because its purpose is to define the primary purpose and character of the organization, without the logo, it is virtually meaningless. As such, it must be used consistently in a specific font compatible with the logo and placed in a consistent manner in proximity to the logo. (See examples.)

**Standard Use of the Tagline:**

- The tagline never appears alone in display without the logo when used in print or electronic media. However, the logo may appear without the tagline only under special circumstances and when space does not permit.
- The tagline may appear in text exactly as it reads in display—three words with separate punctuation—but if used without the logo, should not be shown in its standard font, only in the font of the body text in which it appears.
• The tagline may be used as a heading for a column or paragraph in a printed piece, but should not be shown in its standard font, only in the heading typeface of the text in which it appears.

• The tagline should not be used as art or in conjunction with any other graphic element except the official logo or corporate signature.

**Fundraising Products**

Using the above guidelines, chapters may also use the AMSN logo on chapter fundraiser products *along with chapter identification*. If you want to use the AMSN logo on a product *without* chapter identification, you will first need to get approval for the product from the national office. AMSN will not approve products that are directly competitive to products that AMSN sells.

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