

GUIDELINES: CHAPTER NAME AND LOGO USAGE

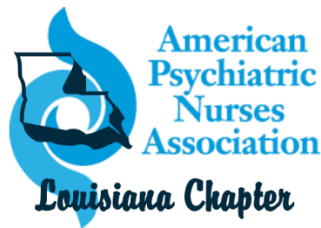
Chapter Name

The names of each chapter (i.e. state name) must follow, and not precede APNA's name on letterhead, brochures, and other informational material. This positioning is important and the state should clearly read as a chapter of APNA (*see Policy Statement: Chapter Name and Logo*).

APPROVED Titles: APNA, Missouri Chapter
APNA, Nevada Chapter

NOT approved titles: Missouri Chapter of APNA
Missouri APNA
MAPNA

Chapter Logo



1. It should not be used under any circumstance to endorse a political candidate in an election.
2. It should not be used unless there is written approval to do so from the APNA Executive Director for:
 - a. Support or opposition to legislation or regulation
 - b. Expression of a position or policy that has not been approved previously by the APNA Board of Directors
 - c. Response to positions of other organizations
 - d. Response to news articles
 - e. Brochures for recruitment or conference marketing
3. Chapter publications (brochures, etc.) should use the Chapter logo, not the APNA logo (unless the activity being publicized includes CE provided by APNA – see below).

APNA Logo



The guidelines for using the APNA National Logo include the above Chapter Logo guidelines (particularly numbers 1 and 2 a-e), plus the following:

Continuing Education Programs: Programs with *CE provided by APNA* must use the APNA Logo. As such, chapter publications (brochures, etc.) using the APNA logo must be approved through APNA Headquarters (*see Policy Statement: Name, Logo, and Stationery*).