



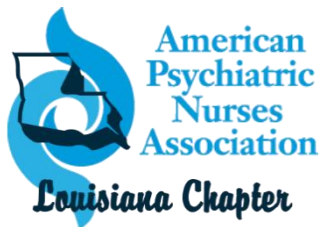
POLICY STATEMENT: USE OF CHAPTER NAME AND LOGO

Chapter Name

The names of each chapter (i.e. state name) must follow, and not precede APNA's name on any communications, including Member Bridge postings, emails, letterhead, brochures, and other informational material. This positioning is important, and the state should clearly read as a chapter of APNA.

APPROVED Titles: APNA, Missouri Chapter
APNA, Nevada Chapter

NOT approved titles: Missouri Chapter of APNA
Missouri APNA
MAPNA



(Example of an approved chapter logo)

1. It must not be used under any circumstance to endorse a political candidate in an election or to provide information regarding political candidates running for election.
2. It cannot 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.) use the Chapter logo and must be approved as a part of the APNA communications process before distribution.