

Society of Gastroenterology Nurses and Associates, Inc.	
<i>Board Policy & Administrative Procedure Manual</i>	Policy No: A-4 Page: 1 of 2 Effective Date: 02/85 Revision Date: 10/90, 12/98, 10/99, 2/02, 10/10 Review Date: 10/06, 10/08, 10/10, 11/12, 2/15
Subject: SGNA Logo	
Review Responsibility: Articles and Bylaws Committee	

Policy Statement:

The SGNA logo is the graphic identity for the national organization.

Focus:

SGNA Members

Purpose:

To describe the official logo of SGNA and outline conditions of its use by Regionals and other supporters of SGNA.

Procedure:

1. The SGNA logo is a specially designed form of the Society's name and is not to be altered in any way without the express written consent of SGNA. The official logo is:



Society of Gastroenterology Nurses and Associates, Inc.

2. The official colors of SGNA are blue (PMS 2748) and teal (PMS 326). The logo may also be printed in black or another dark color or reversed out of a dark background (all elements of the logo must be readable in reverse). The only time that the logo can appear in more than one color is when the signature colors (PMS 2748 and 326) are used.
3. This logo is the sole property of SGNA and can be used only in conjunction with National programs or with specific written permission of SGNA. The logo may not be used in conjunction with any product offerings and/or non-SGNA events, or to imply a connection with, sponsorship by or endorsement by SGNA when no such relationship exists.
 - 3.1 Regional Societies are encouraged to create their own logo or trademark.
 - 3.2 An SGNA regional society may use the SGNA logo with the statement "Regional Society of SGNA," provided additional trademarks or service marks are not used in close proximity or as part of the above-described logo. Any additional copy below the logo must be located the distance of the logo's baseline to the name's baseline. Other elements must not crowd the logo which must be easy to read. Use of the

SGNA logo by a regional society for purposes of its logo must be reviewed and approved by SGNA.

- 3.3 Adding special effects to the logo or distorting it artistically is not permissible.
- 3.4 The entire logo must be used, and it must always be printed in landscape (horizontal) orientation. It may be reduced or enlarged to suit the use (within the guidelines specified in 3.5 below), but the scale of the logo must be retained.
- 3.5 The minimum logo size should be 1.5" in width for the "SGNA" block letters to assure that all type within the logo remains readable. The preferred size for small uses is 2" in width and 2.75" in width for most publications.
- 3.6 Any rights granted to use SGNA's logo are granted pursuant to a license only and conveys no other ownership rights. SGNA reserves the right to revoke or refuse permission to use the logo if it deems the use is not in the Society's best interest. It also reserves the right to take action against any unauthorized use or misuse of the logo.