

RESNA member logo guidelines

Last revision date: 4/26/2017

Purpose of the RESNA member logo: To allow members a visual identification that promotes membership in RESNA, the premier professional organization dedicated to promoting the health and well-being of people with disabilities through increasing access to technology solutions.

Purpose of the RESNA member guidelines: To provide members with appropriate means to use the member logo.

Please note that RESNA maintains the right to change the member logo at any time, and is not responsible for any costs members may incur associated with logo use or changing the logo. Members are granted use of the RESNA member logo only, and not any other RESNA or RESNA-affiliated logo.

For individual members:

1. Must be a current RESNA member in good standing.
2. Logo can be used on business cards, in signature lines on e-mails, and on individual social media profiles such as Facebook and LinkedIn.
3. Logo cannot be used in paid advertising, including print, television, and web.¹
4. Logo can be used on promotional material that includes mention of the member's professional background, as long as logo is clearly placed within the context of that information.
5. On business websites, logo can only be used on page describing the individual member as part of his or her bio, not on the business homepage itself.
6. If a member is writing an opinion piece about a public policy or a product review, or any other item that may imply an endorsement, the member is free to state that he or she is a member of RESNA, but cannot use the logo.²
7. Depending on the intended use, the appropriate size and resolution of the logo must be used. Please review the "Logo Do's and Don'ts" page carefully.

For organizational members:

1. Must be a current RESNA member in good standing.
2. Logo can be used for all individuals within the organization that are designated as RESNA members, per the individual member logo guidelines.

¹ Due to the short, visual nature of advertising, use of a visual logo can confuse the viewer and imply endorsement of the business being advertised, or that the business or service is offered by RESNA.

² Most people are "scan" readers and will remember visuals rather than text; use of a logo in this context would lead most to assume that RESNA endorses the policy or the product.

3. Logo cannot be used in business advertising, including print, radio, television, and web.
4. Logo can be used in promotional materials that include mention of the organization's professional background.
5. On organizational websites, the RESNA member logo may be used on the home page with the following disclaimer: "ORGANIZATION NAME is a proud member of RESNA, the Rehabilitation Engineering and Assistive Technology Society of North America. RESNA does not endorse any product or vendor, and does not make any claims regarding ORGANIZATION NAME." The disclaimer must be placed below the logo or next to it, and must be in at least a 10-point font.
6. Depending on the intended use, the appropriate size and resolution of the logo must be used. Please review the "Logo Do's and Don'ts" page carefully.

Penalties for misuse:

1. Any member found to be using the logo inappropriately will be asked to remove the logo from circulation immediately. This includes providing documentation of the destruction of any printed materials or premium items, and removing the logo from all web materials within 24 hours.
2. Any member found to be using the logo in paid advertising or as an implied endorsement for a policy position or a product review will be required to publicly retract any such endorsement through a press release distributed to all local media, and/or paying for an ad to be placed in local media.
3. Members may also have their membership revoked, and not be entitled to a refund.
4. RESNA reserves the right to pursue legal action in order to protect RESNA's brand reputation.

Process:

1. Members who wish to use the logo for web and e-mail use may download the logo from the members section of the website. By doing so, members agree to abide by the logo guidelines.
2. Members who wish to use the logo for print materials must e-mail their request to RESNA's Manager of Membership, Marketing, and Communications at jwilliams@resna.org, due to the file size of high resolution logos. Please state your full name, address, and intended uses of the logo.
3. Once the member uses the logo, it would be appreciated if examples of the use (whether printed materials or weblinks) were sent to the C&M Manager as a courtesy.
4. The C&M manager will keep a list of all members who request use of the logo, and a repository of all printed materials.
5. The C&M manager will annually report to the Executive Director and the Board of Directors on the use of the RESNA member logo.

Complaints Process:

1. RESNA members or the public who believe that the logo is being misused are urged to contact the RESNA office by e-mail (jwilliams@resna.org) or phone (703) 524-6686, ext. 306.
2. The C&M manager will conduct an investigation of all complaints, and will provide a summary of the complaint and a recommendation as to whether a penalty should be assessed by the Executive Director and the Board of Directors within 60 days.
3. The Board of Directors will be the final decision-making authority on whether the complaint has merit and a penalty should be assessed.
4. The C&M manager will maintain contact with the person who filed the complaint and let them know of the outcome of their complaint.

Communications Plan:

1. Information about using the Member Logo will be placed on the website in the Membership section.
2. The C&M manager will prepare a notice to go out to the membership.
3. The ability to use the logo will be mentioned in all new membership materials as a member benefit.
4. At least once a year the C&M manager will send out a reminder announcement to members about the availability of the logo and highlight how some members are using it.
5. The complaint process will be promoted by the C&M manager once a year through the SIGs, PSGs, and “My RESNA News” on the website.