



AMERICAN ASSOCIATION OF
LEGAL NURSE CONSULTANTS

LOGO USAGE PARAMETERS

AALNC has established the following official Graphic Standards for using the AALNC logos. Using the AALNC logos properly will help enhance your business image, your individual professionalism and your chapter's identity. Thank you for your support of AALNC and its communication goals.

Logo identity standards and consistent use of the AALNC logo will communicate AALNC professionalism.

AALNC Logo Usage and Standards

AALNC marketing staff has developed graphic guidelines to establish consistency in the way the AALNC logos are used. The following information ensures the AALNC logo placed in your advertisements, company, public relations and chapter literature is used in a uniform manner. AALNC may revoke the benefit to use the logos or other materials to those who use or display the AALNC logos in a manner contrary to the rules that follow. These rules apply to all members and chapters in good standing with AALNC. Upon termination of membership or chapter charter, the privilege to use or display the AALNC logos is automatically terminated. No AALNC identifier can appear in any advertisement or literature containing discriminatory or misleading statements.

American Association of Legal Nurse Consultants

Founded in 1989, the American Association of Legal Nurse Consultants (AALNC) is a not for profit membership organization dedicated to the professional enhancement and growth of registered nurses practicing in the specialty of legal nurse consulting and to advancing this nursing specialty. AALNC is the preeminent resource for professionals with an interest in the legal nurse consulting arena including novice and veteran legal nurse consultants. AALNC provides networking opportunities, educational advancement, professional development and supports certification through the American Legal Nurse Consultant Certification Board (ALNCCB).

AALNC Mission & Strategic Goals

The American Association of Legal Nurse Consultants promotes the professional advancement of registered nurses consulting within the legal arena by providing a forum for education and exchange of information.

- Professional Development
- Recognition & Validity
- Certification Growth
- Financial Viability

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Graphics Standards

The AALNC logo consists of three elements: The AALNC Signature, Size and Color.

AALNC Signature

The AALNC *National* logo (shown below) is intended solely for the use of the National Organization's website, publications, brochures, conference material and other marketing collateral.



The AALNC Signature is the main element of the AALNC brand identity, and as the main element must be reproduced consistently. It should not be redrawn, repositioned or altered in any shape or form. The AALNC Signature should also be in a prominent location on all communications.

The AALNC Signature is comprised of two main elements: The Logo Mark and the Logotype. Together they form a cohesive unit which should be carefully applied across all AALNC communications and collateral. The *Proud Member* and the *Chapter* logos have slightly altered Logotype, although the same rules apply. The Signature is not to be used without both elements present. The Signature should not be tilted, angled, or turned upside down for any reason.

There is to be at least .5 inches of "white" or "free" space surrounding the Signature whenever used on collateral. No type of graphics should appear within this space.

Size Requirements

The AALNC Signature can be used at various sizes depending on what type of collateral it is being placed. For most uses the logo size should be 2.25 inches in width. This places the point size of the Logotype to around 13.5 points - proper reading size.

The smallest the Signature can be shown while still being able to read the Logotype is around 1.5 inches wide. Any smaller and the logo becomes unreadable. Although there is much flexibility in how large the Signature is, there is no flexibility in the minimum size requirement.

When collateral is smaller, such as pens and pins, etc., an alternative to the Signature will be used where the bottom Logotype is taken out and the top Logotype is centered within the arc. The alternative Signature should not replace the original except in such circumstances.

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Color

Color can make a brand quickly recognizable, making it as important to the AALNC brand as the Logotype and Typography. The AALNC Signature identity color is deep blue. If the identity color is not used in a piece, the AALNC Signature can also be printed in black or reversed out on dark background. Examples of the correct usage of the AALNC Signature are below.

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Alternative Logos

Alternative 1

AALNC

This alternative Signature is to be used only when the printed piece requires a solid line version of the logo and the screened wave cannot be utilized.

Alternative 2

AALNC

This alternative Signature is to be used only when the print area is less than the 1.5 inches minimum described above, such as imprinting on pens or other small applications. Under such circumstances, the acronym may be used without the full Signature.



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Displaying the AALNC Logos

Commitment and professionalism make AALNC members and chapters stand out in the legal and medical communities. Individuals who want to further promote this standard are encouraged to use the AALNC *Proud Member* logo. It is also requested that all AALNC chapter use the *Chapter* logo. Use of the AALNC logos can elevate your business profile, increase your chapter recognition and emphasize that you are a part of the preeminent organization for legal nurse consultants. Get the most out of your membership by using the AALNC logos.

Proud Member Logo

The AALNC *Proud Member* logo (shown below) is the only AALNC logo that is intended for individual member use. This logo follows the same basic graphic standards as the AALNC *National* logo.



Consider these creative ways to promote your involvement and professionalism:

- Use the *Proud Member* logo with your logo on your own company's business cards
- Place the *Proud Member* logo on your business web site and link with your local chapter website and/or the national website
- Print the *Proud Member* logo alongside your business logo on your stationery
- Emphasize your professionalism by using the *Proud Member* logo on your business brochures, catalogs and trade show displays and materials
- Use the *Proud Member* logo in your advertising, including your yellow page advertising, to enhance your credibility
- Promote AALNC by adding the *Proud Member* logo to your company apparel. Place the logo right beside your company's logo on the chest, sleeve or arm of your company's apparel.

Chapter Logo

The AALNC *Chapter* logo (shown below) is the only AALNC logo intended for chapter use. If your chapter has its own logo, it should be used in addition to the AALNC *Chapter* logo. We understand that many chapters have already inserted the AALNC *National* logo into their chapter collateral. Therefore, we ask that throughout the course of the next year you substitute the *Chapter* logo for the *National* logo as you update your materials. This logo follows the same basic graphic standards as the AALNC *National* logo.





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The name of the chapter can be added before the word “CHAPTER” above the AALNC logo and set in the OPTIMA Bold font (or Trebuchet Bold font for PC use). The point size of the type and the letterspacing should be adjusted so that the chapter name’s overall width does not exceed the width of “AALNC.”

Consider incorporating these ideas into your chapter’s procedures:

- Post the *Chapter* logo on your chapter’s website
- Print the *Chapter* logo on your chapter collateral
- Use the *Chapter* logo on business cards that you make for your AALNC chapter officers
- Announce the good news to your local newspapers and send out a logo to be used along with editorial copy you submit to your local media. There’s plenty to report on with all of the good things your members do, like enhancing their education through the AALNC National Education Conference, AALNC regional conferences and AALNC local chapter meetings; raising funds for good causes; etc.
- Display your pride by use of the *Chapter* logo on your chapter’s certificates of achievement

Typographical Palette

The typefaces that comprise the typographical palette were selected to complement the AALNC Signature. The palette is an important part of the brand and consistent use will create a style that is AALNC.

- The primary face of the AALNC brand is OPTIMA. It may be used for heads, captions, body text or call out information. Trebuchet may be substituted for PC use.
- The secondary face of the AALNC brand is FUTURA. It should be used when a complementary face is desired for information such as page heads, ad headlines, signage or as typographical texture. It may also be used for call out information. Do not use for general body text. Arial may be substituted for PC use.
- The tertiary face of the AALNC brand is Engravers Gothic. It should only be used for display heads, running heads, or tag lines. Arial may be substituted for PC use.

Additional Information

Alternative formats of these logos are available upon request. For anyone who has LNCC® certification, there are also graphic standards and logo usage parameters for the certification logos. Please direct all questions regarding the AALNC graphic standards and logo usage parameters to AALNC Headquarters Staff at 877/402-2562 or info@aalnc.org.