ASSOCIATION “MARK”/LOGO: USE BY COMPONENTS HOD Y05-07-14-05 [Initial: HOD Y06-97-17-25] [Policy]

All components shall incorporate the American Physical Therapy Association, “mark”/logo into all printed and electronic communications, including web sites and media presentations. All components shall clearly reflect that they are a component of the Association on printed and electronic communications.

Proviso: Compliance with this policy shall occur no later than December 31, 2007.

Relationship to Vision 2020: Professionalism; (PR/Marketing Department, ext 3218)

Explanation of Reference Numbers:
BOD P00-00-00-00 stands for Board of Directors/month/year/page/vote in the Board of Directors Minutes; the "P" indicates that it is a position (see below). For example, BOD P11-97-06-18 means that this position can be found in the November 1997 Board of Directors minutes on Page 6 and that it was Vote 18.