

## **AORN Seal of Recognition Requirements for Logo Usage**

### **Introduction**

These guidelines are to help organizations and industry partners correctly and easily use the AORN Seal of Recognition logo. AORN strongly recommends organizational and industry partners provide their representatives, creative staff or agency and other pertinent individuals this document and any other information about the AORN's Recognition Program to understand the program and its requirements.

### **Significance of the AORN Seal of Recognition**

The AORN Seal of Recognition provides a visual representation and confirmation that the content of training and in-service programs has satisfied a review by AORN according to the *AORN's Perioperative Standards and Recommended Practices*. The seal is intended to convey to end-users, customers and others that the content has met AORN standards.

**NOTE:** AORN does not endorse any commercial product or service, nor is the Recognition Program a review of such product or service. The AORN Recognition Program only reviews the content associated with training and in-service programs. Continuing education courses that provide contact hours are not applicable for the AORN Recognition Program.

### **Definitions**

AORN Seal of Recognition – The seal is awarded to training and in-service materials that have been reviewed by AORN and that meet the *AORN Perioperative Standards and Recommended Practices*.

AORN Recognition Program – The entire process by which AORN receives, reviews, and awards content submitted for the AORN Seal of Recognition.

AORN Perioperative Standards and Recommended Practices – AORN's document for perioperative practice that presents AORN's official positions and recommendations from professional practice standards to laser safety, from competency statements to aseptic technique, from clinical pathways to patient safety. Also included are standards on moderate sedation, safe environment of care, unplanned perioperative hypothermia, patient positioning, sterilization, skin prep, and surgical instruments and powered equipment. All Training programs vetted through the AORN Recognition Program will be compared against this document. [www.aorn.org/psrp](http://www.aorn.org/psrp)

Applicant(s) – Organizations, institutions, facilities, individuals, etc., that submit training and in-service programs through the AORN Recognition Program for use of the AORN Seal of Recognition.

Training – Any training or in-service program that is submitted for review through the AORN Recognition Program. Training refers to a sole training program or title and is not defined herein as a representation of a series or grouping of training activities or titles. Different formats, e.g., operator's manual, DVD, webinar, etc., of the Training may be submitted without incurring additional fees.

## Requirements for Seal of Recognition Usage

The following are the requirements for publishing, reproducing, printing, and any other use of the AORN Seal of Recognition.

1. Applicants must have received written acknowledgement from AORN that the Training has been reviewed and awarded the AORN Seal of Recognition.
2. All applicable application fees must be paid before the logo may be used.
3. No Training will carry the AORN Seal of Recognition without having been submitted and awarded through the AORN Recognition Process.
4. Upon awarding the AORN Seal of Recognition, Applicants must ensure the seal is used only on training and promotional material that was reviewed.
5. The AORN Seal of Recognition cannot be applied to any single or series of Training programs that have not been submitted through the AORN Recognition Process.
6. Wherever the AORN Seal of Recognition is used or mentioned in writing, it must be accompanied by the title of the Training that was awarded the Seal (refer to graphic example on page 3 of this document) and the following disclaimer:

### **Disclaimer**

**The AORN Seal of Recognition has been awarded to <Title of Training or In-Service Program> on <insert date of approval> and does not imply that AORN approves or endorses any product or service mentioned in any presentation, format or content. The AORN Recognition program is separate from the AORN, ANCC Accredited Provider Unit and therefore does not include any CE credit for programs.**

7. The AORN Seal of Recognition cannot be applied or tied to a company, product or services logo implying endorsement of that company, their operations, services, or products. Applicants may not display the AORN Seal of Recognition in any manner that implies endorsement, certification, or sponsorship by AORN.
8. The AORN Seal of Recognition cannot be applied to products or product packaging.
9. Awarding the AORN Seal of Recognition does not imply a partnership, collaboration, strategic alliance, etc. between AORN and the Applicant.
10. Applicants may not use the AORN Seal of Recognition to disparage AORN, its products or services, or in a manner which, in AORN's reasonable judgment, would diminish or otherwise damage AORN's goodwill in the providing the AORN Seal of Recognition for use.
11. Applicants may not alter the AORN Seal of Recognition in any manner. It must be applied in all cases without modification as it was provided by AORN.
12. The AORN Seal of Recognition must appear (consistent with these guidelines) with reasonable spacing and sizing between each side of the AORN Seal of Recognition and other graphic or textual elements. Spacing around the AORN Seal of Recognition must appear independent of any other trademark, seal, indicia, corporate logo, statements, quotes, or any other branded element or mark.
13. Applicants acknowledge that all rights to the AORN Seal of Recognition are the exclusive property of AORN and all goodwill generated through the use of the AORN Seal of Recognition are intended specifically for the Training that is represented by the seal.
14. AORN reserves the right in its sole discretion to modify these guidelines at any time and to take appropriate action without permission, including revoking or suspending the usage of the logo, against any use that does not conform to these guidelines.
15. The AORN Seal of Recognition is not valid and should be removed from all uses after the one year expiration period (refer to Recognition Period below).
16. The AORN Seal of Recognition is a trademark of AORN, Inc. and must be properly recognized in a footnote: *The AORN Seal of Recognition is a trademark of AORN, Inc., All rights reserved*

### **Recognition Period**

Once a Training program has been awarded the AORN Seal of Recognition, permission will be granted to use the AORN Seal of Recognition logo in uses that conform to the requirements listed in the previous text. Usage of the AORN Seal of Recognition will be allowed for one year in addition to a 90-day grace period, unless privileges are revoked or suspended. The 90-day grace period is provided to allow sufficient time should the Applicant choose to have the Seal renewed or Training reapplied through the AORN Recognition Program review process.

The Applicant is required to discontinue use and remove the AORN Seal of Recognition from every use associated with the Training after the one-year period has lapsed (the 90-day grace period is only in effect if the Applicant pays to have the Seal renewed). If the Applicant chooses to have the Training renewed after the one-year time period and the subsequent 90 days has expired, the AORN Seal of Recognition shall not be used in the interim while the Training is being reviewed.

### **Revoking or Suspending the AORN Seal of Recognition**

AORN will periodically audit the usage of the AORN Seal of Recognition in marketing collaterals, websites, publications, etc. at its discretion. In the event AORN determines that the application is not in compliance with the guidelines provided in this document, AORN will formally issue a correction notice. Applicants will have two weeks (10 business days) to make the identified correction(s) and submit to AORN for review.

If AORN determines the Applicant is out of compliance regarding usage of the AORN's Seal of Recognition and if corrections are not made in good faith, AORN will immediately issue a notification to the Applicant that the seal be removed from any and all applications immediately and the remainder of the one-year period will be forfeited. No refunds will be provided.

## Graphics and Production Guidelines

The guidelines for use of graphic files provided by AORN are as follows.

- The .eps files can be inserted into print publications for high quality publications. They are vector art, and can be sized to any size and will maintain image quality
- The .tif files are also appropriate for print use (and may have a better preview if using in a program like MS Word). These .tif files should not be enlarged more than 20% of their present size, of 1 ¼ inch
- The .gif files are for use on a web page or electronic publication. Do not enlarge icons from 120 pixels

The following are the color and black and white versions of the AORN Seal of Recognition. Modification of the logos as they appear below is prohibited. When using the AORN Seal of Recognition, allow for adequate spacing around it. This space is to be determined by measuring the height of the AORN and marking off this distance from the outermost boundaries. To ensure readability and easy identification of the logo, no text, graphics or edges should fall within this space.



The following are examples of incorrect use of the AORN Seal of Recognition and such use is prohibited:

### Altering Colors



### Replacing Type



### Distorting Logo



### Displaying without Logo Type



## Disclaimer

AORN SHALL NOT BE LIABLE TO ANY OTHER PARTY FOR ANY LOSS OF REVENUE OR PROFIT OR FOR INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR OTHER SIMILAR DAMAGES, WHETHER BASED ON TORT (INCLUDING, WITHOUT LIMITATION, NEGLIGENCE OR STRICT LIABILITY), CONTRACT, OR OTHER LEGAL OR EQUITABLE GROUNDS EVEN IF AORN HAS BEEN ADVISED OR HAD REASON TO KNOW OF THE POSSIBILITY OF SUCH DAMAGES.

AORN SPECIFICALLY DISCLAIMS ALL EXPRESS, STATUTORY, OR IMPLIED WARRANTIES, INCLUDING BUT NOT LIMITED TO THOSE CONCERNING MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT OF ANY THIRD-PARTY RIGHTS REGARDING THE MATERIALS.