



## ABSNC LOGO/TAGLINE GUIDELINES

Congratulations on earning accreditation from the Accreditation Board for Specialty Nursing Certification (ABSNC), formerly the ABNS Accreditation Council. Accreditation is an important achievement and is also a useful marketing tool to promote the quality of your certification program. Please review the guidelines below for using the ABSNC logo and tagline.

*Please note:* The ABSNC accreditation standards require that an organization's certification and membership functions be autonomous. To comply with this requirement themselves, ABNS and the ABNS Accreditation Council began the work of creating a separate and autonomous accreditation board. The ABSNC has authority over all accreditation decisions and functions, and a newly elected Board of Directors assumed office on July 1, 2009 to guide the ABSNC's mission to seek and recognize high quality specialty nursing certification programs through accreditation. Accredited programs should update all materials to indicate the name change as well as the new logo at their next scheduled printing.

Contact Bonnie Niebuhr, MS, RN, CAE, ABNS and ABSNC CEO, at [ABNSCEO@aol.com](mailto:ABNSCEO@aol.com) with questions.

### Guidelines/Tips

- Accredited programs may use the following tagline to indicate their accreditation status.  
*[Insert program name] is accredited by the Accreditation Board for Specialty Nursing Certification (ABSNC), formerly the ABNS Accreditation Council.*
- Accredited programs may use the new ABSNC logo on all materials to indicate their accreditation status. The logo is attached here for your convenience however, feel free to contact Bonnie Niebuhr, ABNS and ABSNC CEO, at [ABNSCEO@aol.com](mailto:ABNSCEO@aol.com) to request an electronic copy of the logo. If you do not print materials in color, we recommend that you use the black and white logo file (also attached).
- Place the ABSNC logo and tagline on your organization/program Web site to indicate your program's accreditation status. Many accredited organizations also include the accreditation logo on the certificates given to the nurses they certify.
- Send the logo and tagline to your parent organization/association, if affiliated with one, to publish on their materials/Web site.
- Include an announcement in your newsletter or other publication regarding your accreditation status.
- Distribute a press release to promote your accreditation status.