

To protect the value of your accredited laboratory credentials, the AANEM has developed guidelines to explain how and where you can use the Accredited Electrodiagnostic Laboratory logo and to the best possible effect.

AANEM Accreditation logo guidelines:

- The text surrounding the logo must not be substituted or separated.
- The logo must have a clear space around it at all times.
- The Accreditation logo must be placed on a plain background, not over text or imagery. The typeface must not be changed.
- The size of the logo can be altered for different applications.
- For legibility, the minimum height of the logo is 10 mm.
- The proportions of the logo must always be maintained. Do not skew, distort, or rotate the logo in any fashion.
- The AANEM Accreditation logo may only appear in two different color options:
 - o The blue/gold colors on a white background
 - o Grey and black on a white background
- Other file types of the AANEM Accredited Laboratory logo may be obtained electronically by emailing communications@aanem.org. Please ensure you identify the format in which you wish to receive the logo, eg: jpeg, tif, eps.

Displaying your AANEM Accreditation logo in a business package:

When displaying your Accreditation logo on your stationery, you will need to balance the look of your business credentials and demonstrate your accreditation.

- **Letterhead**
The Accreditation logo may be placed at the top or bottom of your letterhead.
- **Business Cards**
The Accreditation logo may be used on business cards of those individuals working in the accredited laboratory. Depending on your business card design, the logo may be placed on the front or the back of the card.
- **Promotional Materials**
The Accreditation logo may be used with great effect alongside your business credentials on promotional materials including: newsletter, website, and informational brochures. However, you must ensure the logo follows the Accreditation logo guidelines described above.

Please contact us at accreditation@aanem.org or 507.288.0100 with questions.