



"That the culture care needs of people in the world will be met by nurses prepared in transcultural nursing." Madeleine Leininger

Transcultural Nursing Society

REQUEST FOR USE OF TCNS LOGO

Applicant:		Chapter	Individual	Organization	
APPLICANT INFORMATION					
Name:			Date:		
Chapter/Cooperative Alliance Name:					
Home Address:					
City:		State:		ZIP Code:	
Country:		TCNS Member: YES NO		Best time to contact:	
ORGANIZATION INFORMATION					
Organization Name:					
Organization Address:			Contact Person:		
Phone:		Work E-mail:		Fax:	
City:		State:		ZIP Code:	
Country:		Organizations Website:			
REQUEST FOR USE					
Request Use of:		TCNS Name	Logo	Both	Approximate Length of Time Name/Logo will be used:
Is this for Marketing Purposes:		YES	NO		Marketing of What:
Have you read terms of use guidelines:		YES	NO		Will you be adding a chapter/cooperative alliance name to the logo: YES NO
PLEASE USE THE SPACE BELOW TO OUTLINE THE USE OF THE LOGO AND WHERE IT WILL APPEAR					
CONTINUE ON BACK OF FORM IF NECESSARY					
Please attach a picture or drawing of how the name/logo will appear.					
Please sign below to accept the terms of use for the TCNS name and logo.					
Signature:			Date:		
AFTER REVIEWING TERMS OF USE FOR THE TCNS NAME AND LOGO PLEASE RETURN THIS FORM ALONG WITH NECESSARY DOCUMENTATION TO:					
TRANSCULTURAL NURSING SOCIETY MADONNA UNIVERSITY USE OF NAME/LOGO 36600 SCHOOLCRAFT RD. LIVONIA, MI 48150					
FOR OFFICE USE ONLY					
DATE RECEIVED:		Follow Up: YES NO		Documentation Provided: YES NO	
TCNS Chapter: YES NO		Chapter Name:		Request: Approved Denied	



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Terms of Use for Transcultural Nursing Society (TCNS) Name and Logo

I. Policy

- a. The name "Transcultural Nursing Society" and the TCNS logo are copyrighted and are the private and exclusive property of the TCNS and their use is exclusively controlled and regulated by the TCNS.
- b. Permission to use the TCNS name and logo must be authorized by the TCNS and must only be used for the time and purpose stipulated.
- c. The use of the TCNS name and logo by a Chapter of the TCNS may include adding the chapters/alliances name.

II. Procedure

- a. Use of name and logo
 - i. Approved uses include:
 1. Official Stationary, notepaper, envelopes
 2. printed materials – journal, newsletter, books, programs, membership materials
 3. banners, podium covers, posters, jewelry
 4. promotional/sales items – bookmarks, paper weights, book bags/totes, mugs, pens, plaques, shirts
 - b. Design standards for the name and logo
 - i. The design should:
 1. Be appropriate to enhance The Transcultural Nursing Society.
 2. Be consistent with the scholarly purposes of the organization, nurses, and nursing scholarship.
 3. Visual attributes such as color, contrast, and readability, organization and simplicity are to be considered.
 - ii. Alteration of the logo is **prohibited**.
 - iii. The only acceptable alteration of the name is TCNS.
- c. Approval
 - i. Requests are submitted in writing and are to be accompanied by a picture/drawing/description of the item/use of the name and/or logo. The request shall specify the length of time for use of the name and/or logo, marketing plan and purpose, and other pertinent details of who will be using the name and/or logo.
 - ii. Requests will be reviewed by TCNS and a written response will be sent within 30 days of receipt of the request. If there is a question concerning the appropriateness of the request it will be sent to the Board of Trustees.
 - iii. The request form to use the name and/or logo of the Transcultural Nursing Society must be mailed along with all appropriate documentation to:

The Transcultural Nursing Society
Madonna University
Use of Name and/or Logo
36600 Schoolcraft Rd.
Livonia, MI 48150

Or emailed to: staff@tcns.org