

**MINNESOTA SECTION 1203  
AMERICAN SOCIETY FOR QUALITY  
SECTION POLICY**

**POLICY NUMBER: MSP-A-002**

**SUBJECT: Use of National ASQ and Section Logos and Identifying Language**

**ORIGINATION DATE: 6/27/95**

**ACCOUNTABILITY: Section Chair**

**APPROVAL DATE: 7/11/95**

**APPROVAL BY:**

**REVISION DATE: 5/7/02**

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**1.0 OBJECTIVE**

- 1.1 This policy defines the use of the National Society Logo and the permissible uses of those symbols within the Minnesota Section of ASQ and all Subsections, Task Groups and other activities of the Section.
- 1.2 The policy further defines the appropriate use of language identifying the Section, the delineation between the Section and the National Society, and, the prohibitions associated with the use of Section and Society identification.

**2.0 APPLICABILITY**

- 2.1 This policy is applicable to all member units, Task Groups, Subsections, Conferences and Officers or appointed Committee Chairs and their committees of the Minnesota Section ASQ.

**3.0 RELATED POLICIES AND PROCEDURES**

- 3.1 American Society for Quality Procedure, Society Involvement With Other Organizations and The Use Of ASQ's Name and Logo.

**4.0 SUPERSEDES**

- 4.1 MSP-A-002 approved 7/11/95 and revised 3/2/99

**5.0 NATIONAL ASQ LOGO**

- 5.1 Refer to appropriate National ASQ guidelines.

**6.0 MINNESOTA SECTION LOGO**

- 6.1 The Minnesota Section ASQ logo is that shown.



- 6.2 The Minnesota Section shall have no seal independent of National ASQ.

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**7.0 IDENTIFICATION OF THE MINNESOTA SECTION**

7.1 Identification of the Minnesota Section for stationary, literature, conference materials, educational events and sponsorship or co-sponsorship of events shall be as follows.

7.1.2 The preferred identification of the Section shall be:

ASQ  
Minnesota Section 1203  
(Address of Section activity)

7.1.3 When used for invoices, registration materials, or mailing permit return addresses, it may be necessary to alter the order of identification to comply with postal requirements or to insure that payments to Section activities do not become inadvertently assigned to National ASQ in computerized accounts payable systems. The identification may, in these cases, be reversed to:

Minnesota Section 1203  
ASQ  
(Address of Section activity)

7.1.4 When used in connection with a named activity including conferences and educational or Task Group literature or mailings, the lead heading may be that of the activity. Examples are:

Biomedical Focus (xx) ASQ Minnesota Section 1203 (Address of Activity)	Minnesota Annual Quality Conference ASQ Minnesota Section 1203 (Address of Activity)
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Management System Consortium  
ASQ  
Minnesota Section 1203  
(Address of Activity)

7.1.5 The ASQ and Minnesota Section identification may be reversed for causes as defined in {7.1.3}.

7.2 All subsections, Task Groups, Conferences and special activities of the Section shall identify themselves as components of the Minnesota Section ASQ through the use of the Section Logo and Section identifying language.

7.3 The Section Logo is to be used in connection with the symbol or logo developed by any

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special activity of the Section together with appropriate identifying language as defined by this policy.

- 7.4 When space is constrained, the usage of the Section identifying number 1203 is not mandatory.
- 7.5 Student Branches sponsored by the Minnesota Section ASQ may, at their discretion, identify themselves as groups sponsored by the Minnesota Section ASQ through the usage of the Section Logo and/ or identifying language as defined in this policy.
- 7.6 Whenever a unit of the Minnesota Section ASQ develops a logo unique to the activity, the Section Logo and identifying language shall be incorporated into the identification. Any logos developed by units or activities of the Minnesota Section ASQ shall be approved by the Executive Board of the Section prior to publication or use.
- 7.7 No activity or unit of the Minnesota Section may alter the National or Section Logo in any way.

**8.0 PERMISSIBLE USES OF THE SOCIETY LOGO AND SECTION LOGO.**

- 8.1 The National ASQ Logo is a registered symbol of the American Society for Quality. Reproduction in the form of printed materials, badges, jewelry, awards or gifts by any individual is specifically prohibited without the permission of the Society.
- 8.3 The Section Logo shall be used for all Section letterhead, envelopes and mailing labels, the newsletter masthead and in all advertising by the Section and its member units. It shall also be used on all name badges and tags issued to Section Officers, and committee Members and for registration badges issued for Section and affiliated unit events.
- 8.4 When used with identifying language as defined in {7.1} above, the preferred location of the Section Logo is to the immediate left of the identifying language when practical.

**9.0 CONTROL OF THE LOGO ARTWORK**

- 9.1 Master artwork and color samples of the Society Logo is provided by National ASQ on request.
- 9.2 The Secretary of the Minnesota Section shall be the custodian of special artwork developed for Section use and for the master artwork of the Society.
- 9.3 The Section Secretary is accountable for the control and issue of the Section Logo artwork. The artwork will be maintained in the Section Office and the Secretary shall authorize the use of the Logo and related artwork under the terms of this policy.

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**10.0 APPROVAL**

10.1 Approved by the Minnesota Section Executive Board:

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Section Chair

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Section Secretary

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Date