



Branding Guidelines

(Updated October 2022)

Successful branding of an organization centers on a consistent image to the target audience and the public at large. In keeping with our marketing strategy to college students and professionals associated with the electronic media industry, and to better identify and distinguish our organization, we have adopted a new logo and a new slogan. NBS-AERho is now legally “doing business as” the National Electronic Media Association.

Q: What is the official name of our organization?

A: The public name of the organization is: **The National Electronic Media Association.** (We are not using the initials NEMA because of trademark restrictions.)

Q: What are the two membership levels of the organization?

A: • NBS membership is open to all interested students enrolled in a college or university, academic professionals, industry professionals, and former student members. NBS membership is renewed annually.
• Alpha Epsilon Rho (AERho), the only national honor society for collegiate electronic media students, grants admission by recommendation and application. Students must meet standards prescribed by the Association of College Honor Societies and initiation into AERho comes with a one-time fee.

Q: How should we orally identify the organizational membership levels?

A: Oral identification shall be "N-B-S," and "A-E-Rho" (ay-ee-roh).

Q: Where do the names of the membership levels come from?

A: The organization has had eight different names. When founded as an honor society in 1943, the organization was named Alpha Epsilon Rho, the National Radio Fraternity. By the 1980s, the name became National Broadcasting Society-Alpha Epsilon Rho when a number of chapters opened up membership to all students on their campus.

Q: What is our official slogan?

A: The official slogan of The National Electronic Media Association is “*Your Future. Now!*” This is NOT another name, but, rather, an expression of the meaning of who we are. It serves the same role as the slogan for a commercial product (such as State Farm's "And like a good neighbor, State Farm is there"). The slogan will generally be used with various approved forms of our logo.

Q: How should we identify the organization to our schools and chapter members?

A: The organization should, as of Fall 2020, be publicly identified as The National Electronic Media Association." Chapters may need to update information in their campus student activities office.

Q: What are the approved versions of our logo?

A: All official versions of the logo, in a variety of formats, will be available to download from the website.

Q: What are the requirements for reproducing our logo?

A: Download a copy of the logo from the website. Size may be altered only if the proportions are maintained. Local chapters must add chapter identification when they wish to reproduce the logo. Chapters may request, from the national office, an official copy of the logo with the chapter name identification.

Q: How may our logo be used by chapters?

A: An organization's image is reflected in how the approved logo is used. The logo should never be used or appear in association with profanity, hate speech, or in a manner unworthy of the good name of the organization. To protect the integrity of the organization's image, these specific guidelines must be followed when using the logo and slogan. The logo and slogan are protected, and their use by local chapters will be limited to the following: chapter stationery, posters/flyers announcing meetings or chapter events, chapter websites and (print or electronic) literature, and chapter spirit items (tee-shirts, coffee mugs, jackets, etc.). Any other use of the logo or slogan must be approved in writing by the Executive Director. **Misuse or unapproved use of the logo is a violation of trademark law and may incur personal and organizational penalties.**

Q: What should we do related to IRS requirements?

A: 1) Check with your student activities office; your campus may have specific requirements for fundraising.
2) **CHAPTERS MUST REPORT THE AMOUNT RAISED TO THE EXECUTIVE DIRECTOR WHENEVER THE LOGO IS ASSOCIATED WITH A FUND-RAISING EVENT FOR ANOTHER NON-PROFIT ORGANIZATION, OTHER THAN A NATIONAL ELECTRONIC MEDIA ASSOCIATION CHAPTER. (THE EXECUTIVE DIRECTOR MUST KEEP RECORDS FOR IRS PURPOSES.)**

**THE LOGO SHOULD NOT BE ASSOCIATED WITH,
NOR SHOULD THE CHAPTER BE RAISING FUNDS
IN THE NAME OF, A FOR-PROFIT ORGANIZATION.**