



Brand Guidelines

Revised February 2025

Contacts

The Academy of Neurologic Physical Therapy (ANPT) is a component/section of the American Physical Therapy Association (APTA).

ANPT contact information:

1935 County Rd. B2 W
Ste 2165
Roseville, MN 55113
info@neuropt.org
952-646-2038
www.neuropt.org

APTA contact information: for membership information

1111 North Fairfax St.
Alexandria, VA 22314-1488
memberservices@apta.org
703-684-2782
www.apta.org

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ANPT Brand Identity

The **Academy of Neurologic Physical Therapy (ANPT)** is one of the fastest growing sections of the American Physical Therapy Association (APTA). ANPT is one of 18 specialty sections within the APTA and was formed in 1972. There are approximately 6300 members.

Through dynamic and innovative leadership, our members are empowered to promote optimal recovery, wellness, and quality of life in individuals with movement dysfunction due to neurologic disease or injury.

There are eight special interest groups within ANPT which include Assistive Technology/Seating & Wheeled Mobility, Balance and Falls, Brain Injury, Degenerative Diseases, Residency & Fellowship, Spinal Cord Injury, Stroke and Vestibular Rehabilitation. These special interest groups provide a forum to discuss advances in practice and the challenges of patient care within these specialty areas.

Mission Statement

ANPT is a professional membership community advancing neurologic physical therapy through advocacy, education, research and clinical practice initiatives and resources to optimize movement and wellbeing for those at risk for or impacted by neurologic conditions.

Vision Statement

All people with neurologic conditions living their best lives.

Core Values

Service - To the profession and to those we serve

Knowledge translation - To connect evidence to care and care to evidence

Innovation - To drive advancements in research, education, and practice

Collaboration - To pursue meaningful partnerships

Professional development - To grow leaders in the profession

Strategic Plan 2023-2026

#1 Advance neurologic physical therapy through knowledge creation and translation.

#2 Create a connected and diverse community of neurologic physical therapy providers.

#3 Cultivate an organizational culture and infrastructure that strengthens efficiency, transparency and sustainability.

#4 Expand the influence of neurologic physical therapy with stakeholders through advocacy & awareness.

Logo Specifications

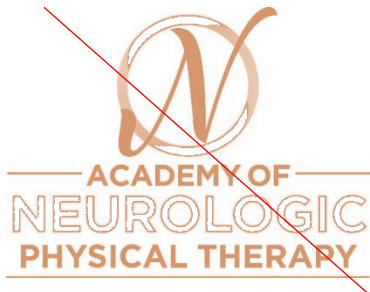
The Academy of Neurologic Physical Therapy logo cannot be displayed in any manner that implies sponsorship or endorsement by the Academy of Neurologic Physical Therapy (ANPT). You cannot place the logo on any documents, such as contracts or otherwise without approval from the ANPT Executive Office. You cannot use the logo in connection with disparaging statements.

Do not use

All one color except black



Reverse formatting



Logo Variations - Primary

4 color



Grey Scale



Black/White



Color background

Keep white background, no border around logo



Color Specifications

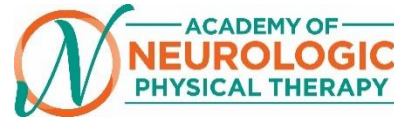
Do not match to the colors on your screen or printed but use the correct numbers next to each color block for printed materials.

When developing presentation materials additional colors may be used for accent colors



Logo Variation - Horizontal

4 color



Grey Scale



Black/White



Logo Variation – Horizontal Name Only

2 color



Black/White



Special Interest Group Logo Use Policy

Special Interest Groups that have a logo for their group or for an event created need to have the Executive Office Marketing Communications Manager and Board of Directors approval prior to use.

Event Logo Criteria:

1. Use a tagline to show this event is part of the ANPT. Suggested verbiage is Supported by the Academy of Neurologic Physical Therapy
2. Tagline should be no smaller than 2 pts smaller than smallest font on logo
3. Incorporating the color scheme of ANPT is required
4. Logo can have multiple versions to best format into materials.

Example:



SIG Logo Criteria:

1. The name of the Special Interest Group should be spelled out
2. Academy of Neurologic Physical Therapy needs to be spelled out
3. Incorporating the color scheme of ANPT is suggested

Example



Member Logo Procedure



The Academy of Neurologic Physical Therapy grants ANPT members in good standing revocable, limited, non-exclusive, permission to use the exact Academy Member logo on personal stationery, note pads, and personal business cards. When displayed, the ANPT Member logo should always contain all elements as in the original design without edits. If membership is dropped used of the logo must cease.

The Academy of Neurologic Physical Therapy Member logo is not intended for use:

- On any documents, such as contracts or otherwise, without prior written approval the ANPT Executive Office
- In connection with disparaging, discrediting or untrue statements or illegal activity
- To represent that User's company/facility is a member of ANPT.

The ANPT Member logo can be found under the Members/Member Materials tab on the neuropt.org website.

Disclaimer:

Use of the ANPT logo does not constitute endorsement of a product or service.

Typography

Font Families

Web Fonts: Preset in the website formats

- **Headlines** – H1
- **Sub Headers** – H2 or H3
- **Body Font** - Paragraph

Presentation Fonts: Suggested font for presentation materials

Headlines - Calibri should be used for all header and sub-header text

Body Font - Times New Roman

Images

Stock Photos

Do not assume photos/images found on the internet are free to use. Do not use photos/images found on the internet unless permission has been provided or paid appropriate fees.

Patient or Member Photos

To use images of individuals not purchased through a stock photo site the ANPT Photography Permission and Release Form must be completed. The form can be found under the Members/Member Materials tab on the neuropt.org website. Send the completed form to info@neuropt.org along with where the photo is being used.

Clip Art

Clip art used in ANPT communications should be selected using best judgement of images that align with ANPT's Mission, Vision and Core Values.

APTA Components

Acute Care
Aquatics
Cardiovascular and Pulmonary
Clinical Electrophysiology & Wound
Management
Education
Federal
Geriatrics
Hand and Upper Extremity
Health Policy and Administration
Home Health

Neurology

Oncology
Orthopaedics
Pediatrics
Private Practice
Research
Sports
Women's Health

APTA Relationship

The Academy of Neurologic Physical Therapy (ANPT) is a suborganization called a component of the American Physical Therapy Association (APTA). ANPT like most components are a separately incorporated nonprofit organization governed by the Board of Directors and separate by-laws. Components have committees and special interest groups within their organizations as well as paid staff to manage the component.

To be a member of a component requires membership in the APTA and a state component. All membership management is managed by the APTA through their website www.apta.org or memberservices@apta.org.

Governance

APTA Board of Directors

The Board of Directors comprises 15 members: 6 officers and 9 directors. Members of the Board, appointed through a **nominations and elections process**, assume office at the close of the House of Delegates at which they were elected. A complete term for a Board member is 3 years.

House of Delegates

The House of Delegates (House) is an APTA policy-making body comprised of voting chapter delegates, non-voting delegates (the **Board of Directors** and section, assembly, and PTA Caucus delegates), and consultants.

The House meets annually for 3 successive days each spring, during which time delegates make decisions on issues that may have far-reaching implications for the association and the profession of physical therapy. More information may be found at <http://www.apta.org/HOD/>

APTA Component Liaison

The Neurology Academy Board liaison is to contact the Academy President to discuss communication preferences and frequency, including any upcoming event involvement. If a Board Liaison is not a member of the Academy, they should be placed on distribution lists for meeting minutes and newsletters, as well as member access to the website.

ANPT Social Media

Website:

www.neuropt.org

Facebook:

@APTANeuroPT

X

@APTANeuroPT

Instagram

Academy of Neurologic Physical Therapy

LinkedIn

linkedin.com/company/anpt/

The Academy of Neurologic Physical Therapy (ANPT) uses multiple social media outlets to promote ANPT personnel, education opportunities and events. To submit an item for promotion, complete the Communications Form at [ANPT Communication Submission](#). For X submissions keep it under 140 characters.

Many of the Special Interest Groups have separate Facebook and X accounts. Visit their Special Interest Group web page on neuropt.org for links and submission guidelines.

Website Design Rules

- Headlines should be brief. No more than 2 lines long preferable 1 line. Use Heading 2 as a subhead for more detail if needed.
- Headlines: H1
 - Do not use colons afterward
 - Do not underline
- Subhead: H2 or H3
 - Do not use colons afterward
 - Do not underline
 - Use H3 if needed for a header below a subhead
- Body Copy: Paragraph
 - Paragraphs justified left
 - Lists use solid black bullets
 - Black font (links will turn orange which is okay)
- Spacing
 - If you are having problems with spacing between lines, contact Hanna Weinzierl who is part of the Executive Office – info@neuropt.org
- Page Placement
 - If you need to move a page up or down in your navigation bar Sitefinity you can click and drag it to the correct position. Movement outside your navigation area contact Online Communications Chair
 - Work with Online Communications Chair for placement of any new pages
 - Inactive or deleted pages – if you need to made a page inactive or delete because the old content work with Online Communications Chair to take off navigation
- Terminology
 - First time use type out Academy of Neurologic Physical Therapy (ANPT) thereafter use the acronym ANPT or

Website

Fonts

Heading 1

Use at the top of each page

Heading 2

Use for 2nd tier subjects (most of the black bars will be replaced with this)

Heading 3

Use for 3rd tier subjects (ie titles for Officers, courses..)

Normal – is the Paragraph Body Text

When a link is assigned it will turn orange otherwise all text should be black.

EXAMPLE OF PAGE

SPECIAL INTEREST GROUPS

Balance and Falls

The Balance and Falls Special Interest Group (BFSIG) is composed of members of the ANPT who are passionate about fall prevention and balance function and have shared interest in the impact of neurologic impairments on balance, falls, and fall risk.



About Us

The Academy of Neurologic Physical Therapy Balance & Falls Special Interest Group is a component of the American Physical Therapy Association. The BF SIG is comprised of physical therapists, physical therapist assistants, and students in physical therapy programs who share information on research and programs aimed to increase networking, collaborations, and knowledge translation to achieve the Special Interest Group goals of:

- Improved identification of balance deficits and fall risks
- Reduced preventable falls in populations with neurologic impairments

Mission

The mission of the Balance and Falls Special Interest Group (BFSIG) is to optimize participation of the neurologic population through evidence-based balance intervention and fall prevention strategies. This is achieved through:

- Connecting clinicians, educators, and researchers working with or interested in balance promotion and fall prevention.
- Disseminating evidence regarding balance and falls in ANPT publications.
- Engaging social media to increase public awareness of evidenced fall reduction practice.
- Collaborating with APTA Sections, other professions, and policy makers and stakeholders.
- Advocating and promoting the implementation of evidence.

Vision

- The Balance and Falls Special Interest Group (BFSIG) is committed to facilitating connections between researchers, academicians, and clinicians to advance balance treatment and fall prevention in the neurologic population.