National POLST logos

- Several current versions exist for different purposes.
- These are for use by National POLST and may not be used by others without express permission from National POLST.

Program Logos

- The National POLST Office provides customized logos to qualified, participating POLST programs, generally those which achieve Endorsed status. Logo guidelines and ready to use formats are also provided as part of this service.
- The purpose of the logo service is to provide participating programs a way to showcase their involvement with National POLST and support a national identity.

Logo Design

Launched in 2020, the new logo design conveys:

- The **dynamic nature of POLST as a process** of conversations between the patient and health care professionals about the patient's treatment wishes in light of their medical condition's progression.
- The **dynamic nature of the POLST form** as a document representing patient treatment wishes that should be reviewed with the patient periodically (and revised as appropriate).
- The **circle of caring**, the caring environment. Arrows pointing inward emphasizes POLST's focus on the patient and the input supporting the patient's informed treatment decisions.
- A **trio of elements** representing the patient, the people who matter to them, and health care professionals, all of whom should be included in the POLST process.

Terminology

- **National POLST** is the nonprofit entity that, through its governance body standardizes the core requirements for POLST. National POLST promotes and educates on those standards nationally, as well as reviews state POLST Programs for compliance with those standards.
- The **Leadership Council** is similar to a board of directors for National POLST. It is responsible for managing the nonprofit from a business standpoint.
- The **Plenary Assembly** is the body of representatives, ideally 1 or 2 from every POLST program in the U.S. It votes on issues such as formal guidance and policies which establish standards for National POLST and its programs ("programmatic elements").
- **POLST** is the process of eliciting, completing, documenting and honoring a POLST form promoted by National POLST. This includes appropriate conversations and completion of the form, as well as use of the form across care settings in honoring patient treatment wishes.