

iNRRTS Brand Identity Guidelines

February 7, 2024



The iNRRTS Brand Signature is the focal point of our identity. It is the “front porch” of our connection with our clients and our colleagues, and it is imperative that we use it correctly everywhere it appears. Identifying yourself as an iNRRTS Registrant indicates that you have achieved the highest level of Complex Rehab Technology (CRT) education and experience.

This email and document provide approved iNRRTS brand identity guidelines for you to clearly identify yourself as an iNRRTS Registrant and your company as an iNRRTS supporter.

Please us me know if you have any questions.

Email Signature

It is important and meaningful to be recognized as an iNRRTS Registrant by including the iNRRTS logo and Registrant designation (RRTS[®], CRTS[®]) as part of your signature. Please refer to your company’s email signature policy before placing an iNRRTS logo on your email signature. Smaller images tend to look better as part of an email signature. These graphics (attached) are the images approved for your use.

iNRRTS_Diamond_HiRes_Transparent_100x68.png
iNRRTS_Diamond_HiRes_Transparent_300x203.png
iNRRTS_Diamond_HiRes_White_300x300.png
iNRRTS_DiamondHorizontal_300x42_White.png
iNRRTS_DiamondHorizontal_500x70_White.png

Please do not alter them by changing colors or sizes. If you or your company’s policy require different graphic types or sizes for any reason, please contact bnoelting@nrts.org for assistance. We will be happy to provide what you need.

In addition to using the logo, please use the registered trademark symbol - ® - when using RRTS[®] or CRTS[®].

Website Logos

To show your company’s support for iNRRTS, you may want to place a logo on your company website. Where to place it on your website is a function of your company’s website policy and routine. We suggest that one of the approved iNRRTS website logos appears on the home page. You may place as many iNRRTS logos onto your website as you want. The approved website logos are the same as shown above for email signature. Again, please do not alter them. If you need something different, please contact bnoelting@nrts.org . We are happy to collaborate with you and your company’s marketing department to provide what you need.

Support Statement & Website Blog Entry

Sometimes companies want to explain what iNRRTS means and will include a paragraph or two explaining the importance of iNRRTS and having iNRRTS Registrants as staff members. A sample iNRRTS support statement and Blog entry are shown below. Please contact bnoelting@nrts.org if you need something different. If you or your marketing department wants to create your own blog entry, we would appreciate it if you would share it with us.



General iNRRTS Support Statement

[ACME Rehab] is proud to be a supporter of the International Registry of Rehabilitation Technology Suppliers (iNRRTS). The iNRRTS organization is dedicated to the advancement and support of Complex Rehab Technology Suppliers and, with Registered Rehab Technology Suppliers (RRTS[®]) on staff, [ACME Rehab] is committed to providing the best equipment and services available and following the iNRRTS Code of Ethics and Standards of Practice.

Blog Entry

iNRRTS Stands for Excellence

For over 30 years, the International Registry of Rehabilitation Technology (iNRRTS) has worked tirelessly toward setting high standards for the people who supply Complex Rehab Technology (CRT) and Assistive Technology Devices.

Founded in 1992, iNRRTS has evolved through the years to provide education and support for the dedicated suppliers of CRT. With an in-depth application process, Registrants must meet rigorous standards and, after a review process and approval, obtain the designation, RRTS[®] and CRTS[®].

The iNRRTS organization has been instrumental in setting and maintaining high industry-wide Standards of Practice, Codes of Ethics, and educational requirements ensuring that RRTSs[®] and CRTSs[®] are prepared to deliver products and services with appropriate knowledge and experience.

When you interact with the RRTSs[®] at [ACME Rehab] for your seating & mobility, CRT, or assistive technology needs, rest assured you are getting the right equipment and the best care possible.

Press Release Sample

It is frequent practice to issue a press release when something important happens with your company that you want to share with the world. Becoming an iNRRTS Registrant is one of those important events that can elevate the status of your company's expertise regarding the provision of Complex Rehab Technology. A sample press release is attached with approved comments from Andrea Madsen, ATP, Executive Director. While it is not required, we would like to see your press releases and will share them on our Social Media channels.