

Guidelines for Using ACPE Logos and Marks

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ACPE Logo



PLAN Logo



ACPE
International

These Guidelines are for ACPE accredited professional degree programs in pharmacy, ACPE accredited providers of continuing pharmacy education, ACPE Internationally-Accredited and Internationally-Preaccredited professional degree programs in pharmacy, and other parties wishing to use ACPE's logos, marks or images in promotional, advertising, instructional or reference materials, or on their web sites, products, labels or packaging. By using an ACPE trademark, in whole or in part, you are acknowledging that ACPE is the sole owner of the trademark and promising that you will not interfere with ACPE's rights in the trademark, including challenging ACPE's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any ACPE trademark. The goodwill derived from using any part of an ACPE trademark exclusively inures to the benefit of and belongs to ACPE. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these Guidelines, please contact ACPE's Director, Operations; or send your questions via email to one of the following addresses:

Accreditation Council for Pharmacy Education
190 S. LaSalle Street – Suite 2850
Chicago, IL 60603-3499
Tel: +1 (312) 664-3575
Fax: +1 (866) 228-2631

Email regarding ACPE accredited professional programs in pharmacy:
csinfo@acpe-accredit.org

Email regarding ACPE accredited providers of continuing pharmacy education:
ceinfo@acpe-accredit.org

Email regarding ACPE Internationally-Accredited professional degree programs in pharmacy:
international@acpe-accredit.org

Email with general questions regarding all ACPE logos
info@acpe-accredit.org

Authorized Use of ACPE Logos

- 1. Identification as an ACPE Accredited Provider of Continuing Pharmacy Education:** ACPE accredited providers of continuing pharmacy education may use the ACPE Logo in printed and electronic formats for publications, advertising, promotional and sales materials. Such use must always be in close conjunction with a statement identifying the accredited provider(s) according to the exact language of the prescribed statement:

The [name of accredited provider(s)] is/are accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

The ACPE Logo and Provider Statement are required for activity announcement literature.

- 2. Required usage:** The official ACPE Logo is required on all official documents indicating the successful completion of continuing pharmacy education activities that are sponsored or co-sponsored by ACPE accredited providers of continuing pharmacy education.
- 3. Link to the ACPE Website:** Web sites that serve as noncommercial electronic informational forums concerning ACPE policies and procedures may use the ACPE Logo, the ACPE International Logo, or the PLAN Logo to indicate a link to ACPE's web site at www.acpe-accredit.org. The area around the logo must be clean and uncluttered and the ACPE Logo, ACPE International Logo, or PLAN Logo must not be altered, used as a design element or incorporated into any other design, graphic, illustration, or logo on the web site.

Unauthorized Use of ACPE Logos, Marks and Graphic Symbols

- 1. ACPE, ACPE International, and PLAN Logos:** You may not use the ACPE, ACPE International, and PLAN logos or any other ACPE-owned graphic symbol in connection with web sites, products, packaging, manuals, promotional/advertising materials, presentations or for any other purpose - except as authorized above - without prior written approval from the Accreditation Council for Pharmacy Education.
- 2. Company, Product, or Service Name:** You may not use or register, in whole or in part the ACPE, ACPE International, or PLAN logos or any other ACPE-owned graphic symbol or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these Guidelines.
- 3. Variations, Takeoffs or Abbreviations:** You may not alter or use the ACPE, ACPE International, or PLAN logos or any other ACPE-owned graphic symbol as design elements or incorporate them into any other design, graphic or illustration for any purpose.
- 4. Disparaging Manner:** You may not use the ACPE, ACPE International, or PLAN logos or any other ACPE-owned graphic symbol in a disparaging manner.
- 5. Endorsement or Sponsorship:** You may not use the ACPE, ACPE International, or PLAN logos or any other ACPE-owned graphic symbol in a manner that would imply ACPE's affiliation with or endorsement, sponsorship or support of a third party product or service.

6. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing the ACPE, ACPE International, or PLAN logos or any other ACPE-owned graphic symbol except pursuant to express, prior written approval.