

Guidelines for Using ACPE Logos and Marks

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ACPE Logo



ACPE Certificate Program Mark



ACPE P.L.A.N.® Logo



ACPE T.R.A.C.® Logo

These guidelines are for use by ACPE accredited professional programs in pharmacy, ACPE accredited providers of continuing pharmacy education 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. Any person or entity using an ACPE trademark or service mark, in whole or in part, acknowledges that ACPE is the sole owner of the trademark or service mark and agrees that it will not interfere with ACPE's rights in the trademark or service mark, including challenging ACPE's use, registration of, or application to register such trademark or service mark, alone or in combination with other words, anywhere in the world, and that it will not harm, misuse, or bring into disrepute any ACPE trademark or service mark. The goodwill derived from using any part of an ACPE trademark or service mark 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 there are any questions regarding these Guidelines or any user would like to receive camera-ready or electronic copies of ACPE Logos or Marks, please contact an ACPE representative:

Accreditation Council for Pharmacy Education
20 North Clark Street, Suite 2500
Chicago, IL 60602-5109

Tel: (312) 664-3575
Fax: (312) 664-4652
URL: www.acpe-accredit.org

E- mail regarding ACPE accredited professional programs in pharmacy:

csinfo@acpe-accredit.org

E-mail regarding ACPE accredited providers of continuing pharmaceutical education:

ceinfo@acpe-accredit.org

Authorized Use of the ACPE Logo

1. Identification as an ACPE Accredited Professional Degree Program in Pharmacy¹: An ACPE accredited professional degree program in pharmacy may use the ACPE Logo in printed and electronic formats. Such use must always be in close conjunction with a prescribed statement identifying the name of institution's program and its accreditation status. The ACPE Logo and prescribed statements, as specified below, should be prominently disclosed by the College or School of Pharmacy in its promotional and descriptive materials, such as its catalog or bulletin. During the transitional period, the accreditation status of the baccalaureate in pharmacy program should also be presented if applicable. **The ACPE Logo shall display the appropriate registration designation; i.e., ®.**

Accreditation References to a program that is accredited should state only the following in conjunction with the ACPE Logo:

[Name of Institution's Doctor of Pharmacy (and Baccalaureate in Pharmacy) program(s)] is/are accredited by the Accreditation Council for Pharmacy Education, 20 North Clark Street, Suite 2500, Chicago, IL 60602-5109, TEL (312) 664-3575 , FAX (312) 664-4652, URL www.acpeaccredit.org.

Preaccreditation (Precandidate Status). References to a program that has been granted precandidate status should display the following accreditation statement in conjunction with the ACPE Logo and definition of precandidate status:

[Name of Institution's Doctor of Pharmacy program] has been granted precandidate status by the Accreditation Council for Pharmacy Education, 20 North Clark Street, Suite 2500, Chicago, IL 60602-5109, TEL (312) 664-3575 , FAX (312) 664-4652, URL www.acpe-accredit.org.

A new program that has no students enrolled but has a Dean may be granted Precandidate accreditation status. The granting of Precandidate status indicates that a College or School's planning for the Doctor of Pharmacy program has taken into account ACPE standards and guidelines and suggests reasonable assurances of moving to the next step, that of Candidate status. Granting of Precandidate status brings no rights or privileges of accreditation. Full public disclosure by the College or School of Pharmacy of the terms and conditions of this accreditation status is required.

Preaccreditation (Candidate Status). References to a program that has been granted candidate status should display the following accreditation statement in conjunction with the ACPE Logo and definition of candidate status

[Name of Institution's Doctor of Pharmacy program] has been granted candidate status by the Accreditation Council for Pharmacy Education, 20 North Clark Street, Suite 2500, Chicago, IL 60602-5109, TEL (312) 664-3575 , FAX (312) 664-4652, URL www.acpe-accredit.org.

¹Accreditation Council for Pharmacy Education (2002). Policies and Procedures: Sec. 8-9. In *Accreditation Manual for Professional Programs 9th Edition*.

A new program that has students enrolled but has not had a graduating class may be granted Candidate status. The granting of Candidate status denotes a developmental program, which is expected to mature in accord with stated plans and within a defined time period. Reasonable assurances are expected to be provided that the program may become accredited as programmatic experiences are gained, generally, by the time the first class has graduated. Graduates of a class designated as having Candidate status have the same rights and privileges as graduates of an accredited program.

Probation. Reference to a program that has been placed in a probationary status should state the following in conjunction with the ACPE Logo:

The accreditation of [Name of Institution's Doctor of Pharmacy program] has been placed in a probationary status by the Accreditation Council for Pharmacy Education, 20 North Clark Street, Suite 2500, Chicago, IL 60602-5109, TEL (312) 664-3575, FAX (312) 664-4652, URL www.acpe-accredit.org. For an explanation of probationary status, consult the office of the Dean.

2. Identification as an ACPE Accredited Provider of Continuing 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.²

The ACPE Logo and Provider statement are required for program announcement literature.³ **The ACPE Logo shall display the appropriate registration designation; i.e., ®.**

3. Statements of Credit: The official ACPE Logo is required on statements of credit or other official documents indicating the successful completion of continuing pharmacy education programs that are sponsored or co-sponsored by ACPE accredited providers of continuing pharmacy education.⁴ **The ACPE Logo shall display the appropriate registration designation; i.e., ®.**

4. Link to the ACPE Website: Web sites that serve as noncommercial electronic informational forums concerning ACPE policies, procedures and services may use the ACPE Logo to indicate a link to ACPE's web site at www.acpe-accredit.org. The area around the ACPE Logo must be clean and uncluttered and the ACPE Logo must not be altered, used as a design element or incorporated into any other design, graphic, illustration, or logo on the web site. **The ACPE Logo shall display the appropriate registration designation; i.e., ®.**

² ACPE, 20 North Clark Street, Suite 2500, Chicago, Illinois 60602

³ Accreditation Council for Pharmacy Education (1996) Criteria for Quality and Interpretive Guidelines for Accreditation of Providers of Continuing Pharmacy Education (Criterion 5). In *Continuing Education Manual: Continuing Pharmacy Education Provider Approval Program 1st Edition*.

⁴ Accreditation Council for Pharmacy Education (1996) Criteria for Quality and Interpretive Guidelines for Accreditation of Providers of Continuing Pharmacy Education (Criterion 8). In *Continuing Education Manual: Continuing Pharmacy Education Provider Approval Program 1st Edition*.

Authorized Use of the ACPE Certificate Program Mark

1. Identification of a Certificate Program in Pharmacy: ACPE accredited providers of continuing pharmacy education that are accredited to offer certificate programs in pharmacy should use the ACPE Certificate Program Mark in close conjunction with the title of a certificate program. Generally, the mark should appear with the first use of the certificate program title in each printed or electronic document that references the certificate program and may be used in conjunction with subsequent occurrences of the title in the document at the discretion of the Provider.⁵ This mark is to be used in addition to the ACPE Logo and Provider statement as set forth in the *Criteria for Quality and Interpretive Guidelines for Accreditation of Providers of Continuing Pharmacy Education*. **The ACPE Certificate Program Mark shall display the appropriate registration designation; i.e., ®.**

2. Documentation of Completion: ACPE accredited providers of continuing pharmacy education that are accredited to offer certificate programs in pharmacy are required to place the ACPE Certificate Program Mark on official documents issued to participants that indicate the successful completion of such sponsored or co-sponsored certificate programs in pharmacy.⁶ **The ACPE Certificate Program Mark shall display the appropriate registration designation; i.e., ®.**

Authorized Use of the ACPE PLAN Logo

Link to the ACPE Website: Web sites that serve as noncommercial electronic informational forums concerning ACPE's Pharmacists' Learning Assistance Network may use the ACPE P.L.A.N.[®] Logo to indicate a link to ACPE's web site at www.acpe-accredit.org. The area around the ACPE P.L.A.N.[®] Logo must be clean and uncluttered and the ACPE P.L.A.N.[®] Logo must not be altered, used as a design element or incorporated into any other design, graphic, illustration, or logo on the web site. **The ACPE Logo shall display the appropriate registration designation; i.e., ®.**

Authorized Use of the ACPE TRAC Logo

Please note that the ACPE Transcript Record Assistance Center is in the discussion phase. More information will be available from ACPE in the future.

Link to the ACPE Website: Web sites that serve as noncommercial electronic informational forums concerning ACPE's Transcript Record Assistance Center may use the ACPE T.R.A.C.[®] Logo to indicate a link to ACPE's web site at www.acpe-accredit.org. The area around the ACPE T.R.A.C.[®] Logo must be clean and uncluttered and the ACPE T.R.A.C.[®] Logo must not be altered, used as a design element or incorporated into any other design, graphic, illustration, or logo on the web site. **The ACPE Logo shall display the appropriate registration designation; i.e., ®.**

Unauthorized Use of ACPE Logos, Marks and Graphic Symbols

1. ACPE Logo, ACPE Certificate Program Mark and P.L.A.N.[®] Logo: You may not use the ACPE Logo, ACPE Certificate Program Mark 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.

⁵ Accreditation Council for Pharmacy Education. (2002). *Standards and Quality Assurance Procedures for ACPE Accredited Providers of Continuing Pharmacy Education Offering Certificate Programs in Pharmacy* (Standard 6).

⁶ Accreditation Council for Pharmacy Education (2002). *Standards and Quality Assurance Procedures for ACPE Accredited Providers of Continuing Pharmacy Education Offering Certificate Programs in Pharmacy* (Standard 8).

2. Company, Product, or Service Name: You may not use or register, in whole or in part the ACPE Logo, ACPE Certificate Program Mark 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 Logo, ACPE Certificate Program Mark 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 an ACPE Logo, ACPE Certificate Program Mark or any other ACPE-owned graphic symbol in a disparaging manner or in any manner that would impinge upon the integrity of ACPE.

5. Endorsement or Sponsorship: You may not use ACPE Logo, ACPE Certificate Program Mark or any other ACPE-owned graphic symbol in a manner that would indicate or 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 Logo, ACPE Certificate Program Mark or any other ACPE-owned graphic symbol except pursuant to express, prior written approval of ACPE.