

## Guidelines for Using ACPE Logos and Marks

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ACPE Logo



PLAN Logo



ACPE  
International

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Email regarding ACPE certified professional degree programs in pharmacy:  
[international@acpe-accredit.org](mailto:international@acpe-accredit.org)

Email with general questions regarding all ACPE logos  
[info@acpe-accredit.org](mailto: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](http://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.