

POLICY CATEGORY	Image and Marketing
POLICY FOCUS	Use of CCCEP Logos and Trademarks



Policy IM-01: Use of CCCEP Logos and Trademarks

1. Purpose

- 1.1. The purpose of this policy is to provide authorized users with requirements for the appropriate use of the Logos and Trademarks of the Canadian Council on Continuing Education in Pharmacy (CCCEP) and to prevent the inappropriate use of these symbols of CCCEP accreditation and CCCEP.
- 1.2. The purpose of the CCCEP Logos is to improve the identity and recognition of programs accredited by CCCEP.

2. Scope

- 2.1. The policy applies to the use of CCCEP Logos and Trademarks by CCCEP and all stakeholders granted authorization for their use by CCCEP.

3. Ownership of Logos and Trademarks

- 3.1. The CCCEP acronym, CCCEP Logos and other Trademarks are registered Trademarks of CCCEP under the *Trademarks Act* of the Government of Canada and are the exclusive property of CCCEP.
- 3.2. The Logos and Trademarks of CCCEP may not be reproduced, used or published except as authorized by CCCEP and in accordance with this policy.
- 3.3. Any organization or person using a CCCEP Logo or Trademark acknowledges that CCCEP is the sole owner and agrees that it will not interfere with CCCEP's rights in the Logo or Trademark and the use of this Logo with any other word or reference or symbol.
- 3.4. Any organization or person authorized to use a CCCEP Logo or Trademark agrees that it will not be used in an inappropriate manner or in any manner that would demean or impinge upon the integrity and image of CCCEP, bring CCCEP into disrepute or otherwise bring harm to CCCEP.
- 3.5. No rights of any kind are granted, either by implication or otherwise, to any user of CCCEP's Logos and Trademarks except for the limited right to use them as expressly permitted for under, and subsequently authorized in accordance with, this policy.
- 3.6. The Logos and Trademarks of CCCEP that are covered by this policy include the main CCCEP Logo (featured on the right) and the other Logos authorized for use in these Guidelines.



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4. Authorized Use of Logos by Providers of Programs Accredited by CCCEP

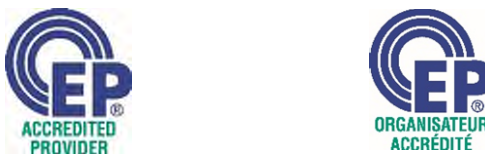
- 4.1. Continuing Pharmacy Education program providers must use the CCCEP name and CCCEP Logos on program promotion materials and on statements/certificates of attendance/completion in accordance with this policy, in addition to relevant aspects of CCCEP’s standards, guidelines, other policies, and any requirements stated in their accreditation letter.
- 4.2. Continuing Pharmacy Education program providers must use at least one of the following Logos on all program related materials of programs that are accredited by CCCEP:



- 4.3. The Logo shall display the registration designation ®. It may be reduced or enlarged to fit the format of the document but must not be reduced so small that no dot is visible where the ® mark is located.
- 4.4. The Logo must be the official logo supplied by CCCEP, and may be used in the colour provided or in black and white.

5. Authorized Use of Logos by Accredited Providers

- 5.1. Accredited providers are to use at least one of the following Logos on all program related materials and may use the Logos on their website and organizational materials:



- 5.2. The “CCCEP Accredited Provider” Logos may only be used by organizations that have been approved as CCCEP Accredited Providers. Accredited Providers who cease being a CCCEP Accredited Provider must remove the “CCCEP Accredited Provider” Logos from all materials and publications, both paper and electronic.
- 5.3. The following “CCCEP Accredited Provider, Accredited with Commendation” Logo may only be used by an Accredited Provider that has been accredited with commendation:

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5.3.1. Accredited Providers who cease being a CCCEP Accredited Provider with commendation must remove the “CCCEP Accredited Provider, Accredited with Commendation” Logos from all materials and publications, both paper and electronic.

5.3.2. If the organization continues to be an Accredited Provider, they may use the regular “CCCEP Accredited Provider” logos referenced in section 5.2.

5.4. The Logo shall display the registration designation ®. It may be reduced or enlarged to fit the format of the document but must not be reduced so small that no dot is visible where the ® mark is located.

5.5. The Logo must be the official format supplied by CCCEP, which may be used in the colour provided or in black and white.

6. Authorized Use of CCCEP Logo

6.1. Program providers, accredited providers, member organizations, and other health profession education accreditation organizations may use the following CCCEP Logo, only with respect to its use in a link to the CCCEP website www.cccep.ca.

6.1.1. The Logo shall display the registration designation ®. It may be reduced or enlarged to fit the format of the document but must not be reduced so small that no dot is visible where the ® mark is located.



6.1.2. The Logo must be the official format supplied by CCCEP, which may be used in the colour provided or in black and white.

6.1.3. Any organization other than those listed in 6.1 must obtain permission from CCCEP to use this Logo.

6.2. CCCEP Logos or Trademark may be used in connection with programs, program materials, documents, presentations or for any other purpose as and where formally authorized, in writing, by CCCEP in accordance with this policy.

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6.3. Where CCCEP Logos or Trademark are authorized for use, these Logos or Trademarks may not be altered or used as part of design elements or incorporated into any other design, graphic or illustration for any purpose.

6.4. The CCCEP Logos and Trademarks will not be used in an inappropriate manner or in any manner that would demean or impinge upon the integrity and image of CCCEP.

7. Copies of Logos and Trademarks

7.1. An authorized user of the CCCEP Logos and Trademarks who wishes to obtain electronic copies of the CCCEP Logos and Trademarks should contact CCCEP at:

CCCEP
Suite 205, 25 Kenmount Road
St. John's, NL A1B 1W1
709-221-4082
admin.assistant@cccep.ca

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