

Subject: Use of APIC MN Chapter Logo

Effective Date: September 2007

Reviewed by: Past President

Approved by: APIC-MN Board of Directors

Revision Dates: 4/2011

POLICY

1. The Board of APIC MN has the right to endorse literature, guidelines, websites, educational materials, informational handouts, etc. that adopt the principles and beliefs of APIC MN with the use of the APIC MN logo.
2. Only organizations and/or persons that meet and abide by the requirements described in this policy may use APIC MN's logo.
3. A manual containing guidelines for proper use and display of the APIC MN logo and tag line in various formats (e.g. PowerPoint slide, letterhead, brochures, etc.) is provided by the APIC national office and is maintained by the APIC MN Administrative Assistant.
4. The APIC MN Board of Directors reserves the right to approve or deny requests for the use of the APIC MN logo and to modify or terminate prior permission for use at any time.
5. APIC MN will not use the national APIC name or logo without permission from the national office.
6. When the APIC MN chapter logo is used in promotional materials or communications related to events, programs or products, the following disclaimer statement will be included somewhere in the materials: "[*Name of the event/program/product*] is not endorsed by the Association for Professionals in Infection Control and Epidemiology, Inc. (APIC)."
7. APIC MN will further abide by the requirements of the National APIC policy regarding APIC Logo and Chapter Logo Usage.

PURPOSE

1. To monitor and protect the use of the APIC MN logo as a perceived or actual endorsement.
2. To provide standards for the use of the APIC MN logo and to provide contact information for logo use permissions.
3. To assure chapter policies are in alignment with and abide by the national APIC policy regarding logo use.

PROCEDURE

1. Any organization, group or person requesting the use of the APIC MN logo as an endorsement by the APIC MN Chapter must describe the purpose for the use, the duration and send a copy/sample of the document(s) in PDF format a board member for review and approval.
2. The requesting organization, group, or person will be notified of the Board decision regarding permission for use and any restrictions or stipulations.
3. A copy of the PDF will be retained by the APIC MN Administrative Assistant on all approved requests.
4. Once approved, users of the logo are expected to comply with the following usage requirements
 - a. to not alter the logo in any manner, including proportions, colors, elements etc. or otherwise distort its perspective when displayed,
 - b. to not use the logo on any site or document that disparages APIC, the APIC MN Chapter or its products or services or infringes on APIC MN intellectual property or other rights or violates any state, federal or international law,
 - c. to not display the logo in a manner which displays it in a negative light, disparages it or uses it in connection with unacceptable materials or other way that detracts from the good taste and values represented by APIC MN.

ATTACHMENTS & RELATED FORMS:

Reference: APIC Policy 4.1.10: APIC Logo and Chapter Logo Usage