



Guideline on the use of EBAP name and logo

1. Purpose of the regulations concerning the EBAP logo and name

- a. The EBAP Logo marks all documents issued by EBAP. The logo distinguishes the CME Activities that have been accredited by EBAP.
- b. The use of the logo and name shows the links between the CME Programme or materials and EBAP. It is a mark of quality and therefore those who use it must comply with the regulations below.

2. Using the EBAP Logo and name for accredited CME activities

- a. The logo can be used by the provider of the accredited CME activity on the promotional and activity support material for the accredited CME activity only.
- b. It should be used together with the EBAP accreditation statement (number of CME credits awarded), which is provided with the accreditation letter.

Please note:

The use of the logo and name for other non-accredited activities of the same provider is not allowed.

- c. The provider of the EBAP accredited CME activity which cooperates with a commercial company or other organization/institution, may use the EBAP logo and name on the promotional and activity support material, provided that the following conditions are met:

- i.* No confusion must be created in the mind of the CME activity participant between the EBAP accredited CME activity and the activities or products of the supporting company;
- ii.* The provider must take care that the logo is not used by the supporting commercial company or institution for commercial purposes.

Please note:

The use of the EBAP logo and name by the commercial company financially supporting the accredited CME programme is not allowed.

- d. When the EBAP logo should be used/displayed:
 - i. Together with the accreditation statement (on websites, event promotional material, etc.);
 - ii. On the Attendance / CME Certificate;
 - iii. On the EBAP Disclosure form and slides;
 - iiii. On EBAP standard evaluation form.

3. Commercial Companies supporting an EBAP accredited CME event

a. The EBAP logo shall **never be associated or placed in proximity to a logo, sign, or the name of any commercial company associated with the healthcare industry**. All association of the logo with a commercial product, drug or medical device must be avoided. It is the responsibility of the provider to prevent this from happening. A lack of control from the provider can lead to immediate withdrawal of CME credits and prevention from further application for accreditation.

4. Cooperation with institutions and organizations

a. EBAP may wish to jointly use its logo with that of another accreditation authority or scientific society in the event of a specific undertaking. Such use should promote the awareness and the value of EBAP accreditation and not give rise to confusion in the public mind between EBAP and the cooperating authority society.

b. In order to use the EBAP logo or name for purposes other than the accredited CME event, the institution/organizer should first seek written consent from EBAP.

5. EBAP name and logo is a legally protected mark

a. EBAP alone can allow third parties to use its name and logo. It reserves the right to withdraw this authorization at all times and with immediate effect.

b. EBAP may authorize the use of the logo or name by institutions whose purpose is not commercial but solely to make known or promote the activities of EBAP. In this case EBAP will require that the third parties provide all facilities necessary to exercise control on the use of the logo and name at any time, with the possibility of withdrawing its authorization with immediate effect.

6. Misuse of logo and name

a. Misuse of logo and name will lead to the withdrawal of EBAP Accreditation and suspension of the institution as an EBAP registered CME provider.