



USE OF EBAC LOGO AND NAME

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

- ▶ The EBAC logo marks all documents issued by EBAC. The logo distinguishes the CME activities that have been accredited by EBAC.
- ▶ The use of the logo and name shows the links between the CME programme or materials and EBAC. It is a mark of quality and therefore those who use it must comply with regulations defined below.

2. Using the EBAC logo and name for accredited CME courses

- ▶ The logo can be used by the provider of the accredited CME activity on the promotional and course support materials for the accredited CME activity only.
- ▶ It should be used together with the EBAC accreditation statement, which is provided with the accreditation certificate on paper and PDF file.

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

- ▶ The provider of the EBAC accredited CME activity which cooperates with a commercial company or other organization/institution, may use the EBAC logo and name on the promotional and course support materials, provided that the following conditions are met:
 - No confusion must be created in the mind of the CME activity participants between the EBAC accredited CME activity and the activities or products of the supporting company.
 - The provider must care that the logo is not used by the supporting commercial company or institution for commercial purposes.

Please note: The use of EBAC logo by the commercial company supporting financially the accredited CME programme is not allowed.

- ▶ **When the EBAC logo should be used/displayed:**
 - Together with the accreditation statement
 - On the Attendance Certificate
 - On the EBAC Disclosure Form
 - Together with the EBAC Standard Evaluation Form

3. Commercial companies supporting an accredited CME event

- ▶ **The EBAC 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 & organizations

- ▶ **EBAC may wish to use jointly its logo with that of other accreditation authority or scientific/cardiac society in the event of a specific undertaking. Such use should promote the awareness of the value of EBAC accreditation and not give rise to confusion in the public mind between EBAC and the cooperating authority or society.**
- ▶ **In order to use the EBAC logo for other purposes than the accredited CME event, the institution/organizer should have a written consent of EBAC.**

5. EBAC logo and name is a legally protected mark

- ▶ **EBAC can allow third parties to use its logo. It reserves the right to withdraw this authorization at all times and with immediate effect.**
- ▶ **EBAC may authorise the use of the logo by institutions whose purpose is not commercial but solely to make known or to promote the activities of EBAC. In this case EBAC will require that the third parties provide all facilities necessary to exercise control on the use of the logo at any time, with the possibility of withdrawing its authorisation with immediate effect.**

6. Misuse of the logo and name

- ▶ **Misuse of the logo and name will lead to the withdrawal of the EBAC accreditation and suspension of the institution as an EBAC registered CME provider.**