

Policy on Logo and Name Usage

Supersedes: CPD Policy on Logo and Name Usage

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I. Purpose

The purpose of this policy is to define the appropriate use of logos and name usage on products of and affiliated with the Office of Professional Development and Educational Scholarship (OPDES) the parent office of the CPD team.

II. Background

CPD (Continuing Professional Development) is characterized as the education (online, conferences and pre-approved programming) of healthcare professionals available after the completion of formal training. CPD activities include any educational activities which serve to maintain, develop, or increase knowledge, skills, competency, behaviour or performance of a healthcare provider with the goal to supply better service for patients, the public or the profession with healthcare professionals as the target audience.

OPDES has a mandate to support Schools, Departments and Programs in the planning, design, development, organization and successful delivery of CPD activities. CPD is required to maintain accreditation by CACME (The Committee on Accreditation for accreditation of Continuing Medical Education).

The use of the University/FHS Name and/or Logo on CPD activities gives an educational program and its content greater credibility and thus increased value to its participants. The use of the Name/Logo also suggests University/Faculty oversight and endorsement.

III. Queen's and OPDES Policies

- i. The Queen's University logo and the Queen's OPDES logo, are branding/service marks of Queen's University. Queen's owns a number of

identifying marks, the use of which is strictly controlled and protected under the Trademarks Act of Canada such as the Queen's logo/crest and the word marks "Queen's," and "Queen's University", "Tricolour' and "Gaels". These word marks are marks of the University regardless of the particular style in which they are printed or used (ref.

<http://www.queensu.ca/studentaffairs/trademark-licensing>).

- ii. When used for the purposes of OPDES programs, logos may be used only in accordance with the Visual Identity guidelines published by Queen's University (<http://queensu.ca/identity/guide>) and the guidelines as articulated below for the OPDES logo.
- iii. It is strictly prohibited to use the Queen's logo in any manner that could constitute promotion of a commercial product. This would include the use of the logo for any advertising or presentation of an OPDES activity that is not accredited, certified, or endorsed by a Queen's department or office.
- iv. Examples of acceptable logo use includes, but is not limited to: brochures, email signatures, web pages, audio visual presentations, registration forms, agendas, etc.
- v. The OPDES team provides guidance on Health Education programming, ensuring coordination, consistency and centralizing of CPD. The OPDES name or logo is associated with programs offering the following levels of support:
 - 1) The OPDES can review the program to assist in meeting the accreditation criteria of the CFPC and/or the RCPSC.
 - 2) The OPDES can assist in the coordination, organization and implementation of the program inclusive of ensuring the program meets appropriate accreditation criteria.
- vi. All CPD programming wishing to use the Queen's University or OPDES name or logo must be accredited, certified, or endorsed by OPDES prior to use.
- vii. Users who are unsure whether they have correctly employed the OPDES logo, should contact us prior to usage for clarification.
- viii. Unacceptable usage of the OPDES, and/or affiliated Queen's logo are subject to repercussion on a case-by-case basis.



FACULTY OF HEALTH SCIENCES

PROFESSIONAL DEVELOPMENT & EDUCATIONAL SCHOLARSHIP

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** This policy was originally adapted from McMaster University's policy on Logo and Name Usage, it has undergone continuous revision since this adaptation.