



Continuing Professional Development

FACULTY OF HEALTH SCIENCES

Policy on Logo and Name Usage

CPD 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.

CPD 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.

*Adapted from McMaster University's policy on Logo and Name Usage.

The Queen's University logo and the Queen's CPD logo, as shown above, 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>). When used for the purposes of Continuing Professional Development 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 CPD logo. 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 a CPD activity that is not accredited, certified or endorsed by a Queen's department or office. Examples of acceptable logo use includes, but is not limited to: brochures, email signatures, web pages, audio visual presentations, registration forms, agendas, etc.

The CPD Office provides guidance on Health Education programming, ensuring coordination, consistency and centralizing of CPD. The Office of Continuing Professional Development name or logo is associated with programs offering the following levels of support:

- 1) The Office of Continuing Professional Development can review the program to assist in meeting the accreditation criteria of the CFPC and/or the RCPSC.

2) The Office of Continuing Professional Development can assist in the coordination, organization and implementation of the program inclusive of ensuring the program meets appropriate accreditation criteria.

All CPD programming wishing to use the Queen's University CPD name or logo must be accredited, certified or endorsed by the Queen's University Office of Continuing Professional Development prior to use. If you are unsure whether or not you have correctly employed the CPD logo, please contact us prior to usage for clarification. Unacceptable usage of the CPD and/or affiliated Queen's logo are subject to repercussion on a case by case basis.

Please contact CPD for further information <http://healthsci.queensu.ca/cpd/>

Approved by Faculty Board: February 1, 2008

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