

AADE DEAP POLICY

POLICY NUMBER: 10

TITLE: AADE LOGO USAGE



POLICY

The AADE Diabetes Education Accreditation Program (DEAP) logo is the property of AADE and logo usage by DSMT programs is restricted. When accreditation is awarded, DSMT programs are entitled to use the AADE DEAP logo on program materials used for marketing and promotion, but must follow usage stipulations identified in the procedure section below. If a program loses or discontinues accreditation status, the AADE logo and any materials that contain the logo may no longer be used.

PROCEDURE

Camera-ready copy of the logo and usage requirements will be sent to the program coordinator when accreditation is awarded.

Usage requirements:

- The AADE DEAP logo and language must be clearly displayed on all materials that state that the DSMT program is AADE accredited.
- The logo and language must appear exactly as depicted in the logo copy sent (same color, verbiage, proportions, etc.). The logo and language may be sized as appropriate for the publication.
- The logo may not be used on accredited DSMT program letterhead or forms.
- The logo and language may only be used on promotional materials that relate to educational services and not for other services that may be affiliated with the program and/or that may be part of the sponsoring organization.
- AADE reserves the right to review and approve any marketing and communication materials that relate to the accredited DSMT program.