

Brand Standards & Guidelines

CPE Monitor



Introduction

The National Association of Boards of Pharmacy® (NABP®) is an impartial professional organization that supports the state boards of pharmacy in creating uniform regulations to protect public health. Through its accreditation, license verification, and testing programs NABP aims to ensure the public health and safety.

The proper visual identity implementation of NABP's programs is essential for promoting, maintaining, and protecting the certification marks. These guidelines are intended to direct correct implementation of the visual brand expressions.

NABP owns all marks for the CPE Monitor program ("the Marks"). Guidelines have been developed for use by ACPE-accredited providers wishing to use the Marks in promotional, advertising, instructional, or reference materials. For any other use of the Marks by your organization, you must seek the separate written permission of the NABP executive director/secretary. The press and other parties also wishing to use the Marks must seek the written permission of the NABP executive director/secretary.

Please contact NABP if you observe any abuse or unauthorized use of the Marks.

Terms of Use

Any person or entity using the Marks, in whole or in part, acknowledges that NABP is the sole owner of the Marks and agrees that it will not interfere with the rights of NABP in the Marks, including challenging NABP's use, registration of, or application to register such marks, alone or in combination with other words, anywhere in the world, and that it will not harm, misuse, or bring into disrepute the Marks. The goodwill derived from using any of the Marks exclusively inures to the benefit of and belongs to NABP. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

Your use of the Marks constitutes agreement to be bound to the terms of these guidelines. NABP reserves the right to take action including, but not limited to, terminating permission to use the Marks if any use of the Marks does not conform to these guidelines or the terms and conditions of accreditation, or infringes on any NABP intellectual property or other right, or violates other applicable law.

These guidelines do not imply or grant permission to use any other mark including, but not limited to, the NABP logo in any manner other than as required by these guidelines. Requests for use of any other NABP mark must be submitted separately and in writing to the NABP executive director/secretary.

These guidelines do not grant a right to license or convey the Marks to any third party, nor do they grant a license or right to any other NABP seal, service mark, trademark, or intellectual property. NABP reserves the right, at its sole discretion, to terminate or modify permission to display the Marks at any time.

Usage of the CPE Monitor Logo

As mentioned earlier in these guidelines, the logo may be used by an ACPE-accredited provider in a variety of printed and electronic materials as a way to promote the organization's participation in the CPE Monitor program.

Use of the CPE Monitor logo is restricted to ACPE-accredited providers.

Below is a listing of approved uses for the logo.

- Printed promotional materials such as brochures and information sheets
- Printed patient education materials
- Newsletters
- Exhibition booths
- Exposition materials
- Advertisements
- Video promotion B-roll footage
- Educational presentations
- Website

Use of the CPE Monitor logo is strictly prohibited for use in the following without NABP's express prior permission:

- Invoices
- Email Signatures
- Letterhead, Footer (including envelopes)
- Business Cards

Use of the CPE Monitor logo in advertorials, editorials, infographics, or in any type of promotional material not listed above requires the express written permission of the NABP executive director/secretary. Contact the NABP Marketing Department at marketing@nabp.pharmacy if you have questions or wish to submit a request for permission.

The CPE Monitor program logo must be displayed in accordance with these guidelines and may not be displayed in any manner that implies sponsorship or endorsement by NABP of the accredited entity's products or services, and it cannot be used in any manner that disparages NABP or its members or programs, infringes on any NABP intellectual property or other rights, or violates any state, federal, or international law.

CPE Monitor Logo Minimum Size and Protected Space

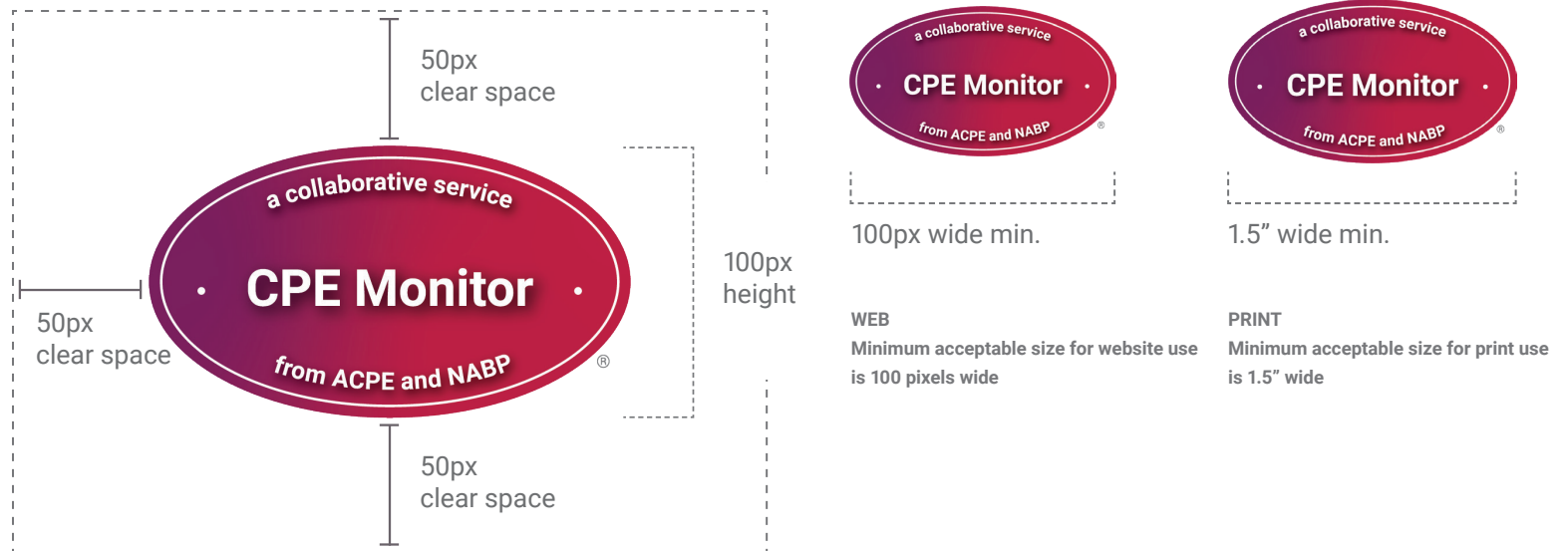
Minimum size refers to the smallest size at which the CPE Monitor logo may be reproduced and still maintain legibility.

The minimum display size for the CPE Monitor logo on an ACPE-accredited provider's website is 100 pixels in width (assuming 1 inch equals approximately 100 pixels). For mobile-responsive websites, the logo should rescale proportionally as the site is displayed in various sizes (eg, to phone, tablet, or desktop sizes).

The minimum reproduction size for the CPE Monitor logo in printed documents is 1.5" inch in width.

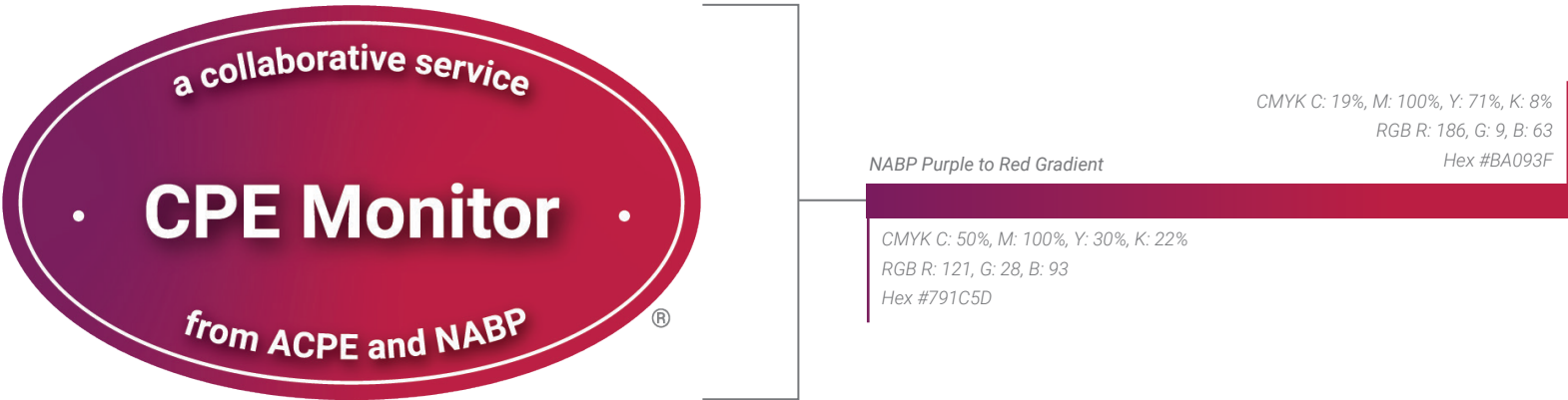
Clear Space

There should be at least half of the logo's height worth of clear space surrounding the entire logo. Clear space is the area around the CPE Monitor logo that should be free of all other logos, symbols, text, or other graphic elements. This clear space is required to ensure the clarity of the CPE Monitor logo.

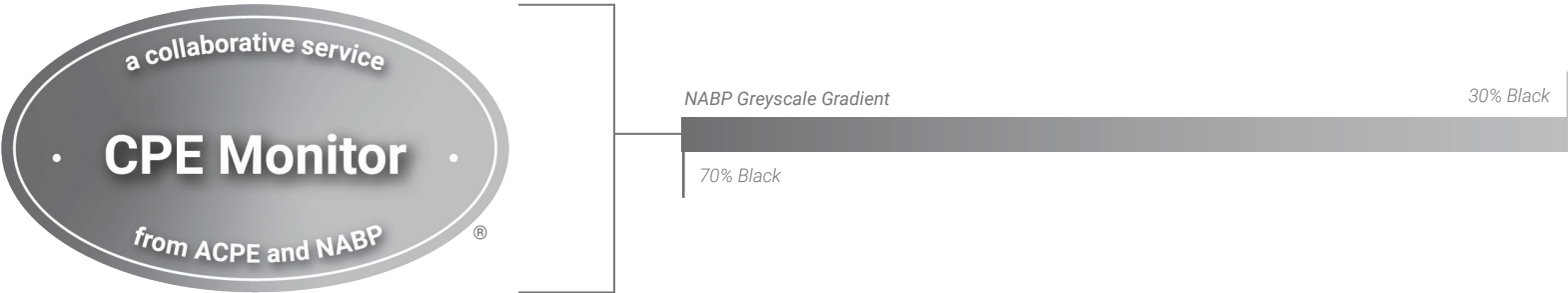


Color for the CPE Monitor Logo

Full color representation of the CPE Monitor logo is preferred; however, if the medium does not allow for a color logo, then the black and white logo may be used.



If the medium does not allow for color, then black and white is acceptable for the Seal.



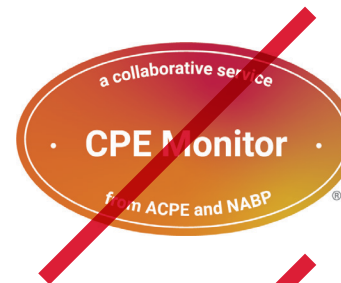
Some Restrictions Apply

To protect the registered trademarks and maintain the equity and value of the NABP brand, the CPE Monitor logo must never be altered or redrawn. No entity is permitted to remove or alter any element of the logo in any manner, including proportions, colors, or elements, or to animate or otherwise distort the perspective or appearance of the CPE Monitor logo.

In addition, the CPE Monitor logo must not be displayed as a feature or design element of any other seal or logo, and it must not be combined with any other object, including, but not limited to, words, icons, graphics, photos, slogans, numbers, or other design elements. Several examples of misuses are shown on this page.



Do not alter fonts
or typography



Do not alter colors
or direction of gradient



Do not reconfigure, distort, or
add elements to the seal



Do not replace gradient
with solid color



Do not recreate or scale
the individual elements



Do not stretch or slant



Do not reverse the seal