

Accreditation Brand Standards & Guidelines

NABP Digital Pharmacy Accreditation



NABP

Accredited

Digital Pharmacy

Introduction

The National Association of Boards of Pharmacy® (NABP®) is an impartial professional organization that supports the state boards of pharmacy in protecting 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 trade marks and value of the accreditations. These guidelines are intended to direct correct implementation of the visual brand expressions.

NABP owns all marks for its accreditation programs ("the Marks"). Guidelines have been developed for use by accredited entities wishing to use the Marks in promotional, advertising, instructional, or reference materials. This document includes guidelines for the Marks of the programs for which your organization has earned accreditation. 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 or allowed 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.

**Accreditation Brand
Guidelines & Standards**

Written references to NABP and the Digital Pharmacy Accreditation (formerly known as the Verified Internet Pharmacy Practice Sites®) program

The official full name of the Association and of the program are as follows:
National Association of Boards of Pharmacy®
Digital Pharmacy Accreditation

When referencing NABP in writing, it is preferred that the full name and acronym with the appropriate mark be used on the first reference. After the first reference, the acronym may be used.

Examples of how to reference NABP and the program follow:

1. [XYZ company] has been accredited by the National Association of Boards of Pharmacy® (NABP®) for Digital Pharmacy. [XYZ company] is also NABP accredited for Community Pharmacy.
2. [XYZ company] has earned NABP®'s Digital Pharmacy Accreditation.



For information or questions regarding current Digital Pharmacy Accreditation graphic standards, please contact:

*National Association of Boards of Pharmacy
Attn: Marketing Manager
1600 Feehanville Dr
Mount Prospect, IL 60056
Tel: 847/391-4406
Email: marketing@nabp.pharmacy*

Website use of the NABP Digital Pharmacy Accreditation Seal

When used online, the NABP Digital Pharmacy Accreditation Seal confirms that a pharmacy has been accredited by NABP. Accredited pharmacies are required to use the Seal in accordance with these guidelines and to link to the Accredited Digital Pharmacies list on the NABP website, allowing online visitors to instantly verify a pharmacy's accreditation.

Required placement of the NABP Digital Pharmacy Accreditation Seal is to display the Seal in any of the following locations on the accredited pharmacy's website: home page, landing page of pharmacy section, or a dedicated awards/accreditations page. The Seal cannot be displayed in the footer of an accredited entity's website.

The accreditation seal for posting on your website will be provided via email from Open Badges. This interactive, digital seal automatically links to a personalized landing page which verifies the facility's accreditation. Please note that the display of a static image of the seal is not approved for use on the facility's website.

The accredited pharmacy's web page title and other trademarks and logos must appear at least as prominently as the Seal.

The NABP Digital Pharmacy Accreditation Seal **cannot** be displayed in any manner or on any site that disparages NABP or its members or programs, that infringes on any NABP intellectual property or other rights, or that violates any state, federal, or international law.

Displaying the Seal in a manner that connects it to or implies an affiliation with other pharmacy verification, certification, or accreditation services is prohibited.

Entities or websites affiliated with a digital pharmacy accredited by NABP may not display the NABP Digital Pharmacy Accreditation Seal. In addition, entities or websites that reference NABP-accredited digital pharmacies may not display the NABP Digital Pharmacy Accreditation Seal.

Any other posting other than as allowed in these guidelines requires the express written permission of the NABP executive director/secretary.

The NABP Digital Pharmacy Accreditation Seal cannot not link to any sites or locations other than what is noted in these graphic standards and guidelines.

Usage of an NABP accreditation Seal

As mentioned earlier in these guidelines, the seal may be used by an NABP-accredited entity in a variety of printed and electronic materials as a way to promote the organization's status as an accredited entity.

Use of an NABP accreditation seal is restricted to NABP-accredited entities.

Below is a listing of approved uses of an NABP seal.

- 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 presentation

Use of an NABP accreditation seal is strictly prohibited for use in the following:

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

Use of an NABP accreditation seal 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.

Every NABP accreditation seal 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.

NABP Accreditation Seal Minimum Size and Protected Space

Minimum size refers to the smallest size at which an NABP accreditation seal may be reproduced and still maintain legibility.

The minimum display size for an NABP accreditation seal on an accredited entity's website is 60 pixels in width (assuming 1 inch equals approximately 100 pixels). For mobile-responsive websites, the Seal should rescale proportionally as the site is displayed in various sizes (eg, to phone, tablet, or desktop sizes).

The minimum reproduction size for an NABP accreditation seal in printed documents is .75" inch in width.

Clear Space

There should be at least one symbol's worth of clear space surrounding the entire Seal. Clear space is the area around the Seal that should be free of all other logos, symbols, text, or other graphic elements. This clear space is required to ensure the clarity of an NABP accreditation seal.



WEB
Minimum acceptable size for website use
is 60 pixels wide



PRINT
Minimum acceptable size for print use
is .75" wide

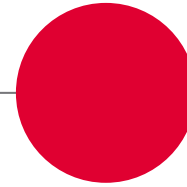
Accreditations

Color for the NABP Digital Pharmacy Accreditation Seal

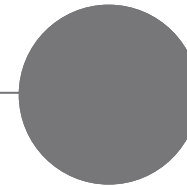
Two-color representation of the NABP Digital Pharmacy Accreditation Seal is preferred; however, if the medium does not allow for a color logo, then the black and white Seal may be used.



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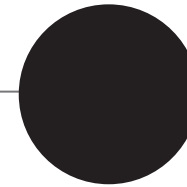


NABP Red
PMS 199
CMYK C: 0%, M: 100%, Y: 72%, K: 3%
RGB R: 221, G: 0, B: 50
Hex #D50032



NABP Grey
PMS Cool Grey 9
CMYK C: 55%, M: 46%, Y: 44%, K: 11%
RGB R: 118, G: 119, B: 122
Hex #69636A

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



100% Black

Some Restrictions Apply

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

In addition, the NABP Digital Pharmacy Accreditation Seal 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 color or typography



Do not slant



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



Do not reverse the seal



Do not recreate or scale the individual elements