

AASM Accredited Facility

Member Trademark Policy

The AASM logo is a trademark of the American Academy of Sleep Medicine (AASM). The AASM must ensure that its reputation as a leader in the sleep medicine field is not tarnished by the misuse of this trademark. In order to attain this goal, it is imperative that the AASM logo is used and represented only as detailed in this policy.



Use of any AASM logo other than the AASM Accredited Facility Member Logo (pictured left) is strictly prohibited. These logos may be used by fully accredited Facilities, Independents Sleep Practices and Durable Medical Equipment (DME) providers that have an active Facility Membership with the AASM. You must be given permission to use the AASM Accredited Facility Member Logo.

The AASM Accredited Facility Member Logo will be referred to hereafter as the AASM logo. Use of the term Facility will hereafter refer to Accredited Facilities, Accredited Independent Sleep Practices and Durable Medical Providers (DME).

If your facility is a fully accredited member of the AASM, and you would like to use the AASM logo in promotional materials, please sign the attached agreement, confirming your consent to the guidelines detailed in this policy, and fax this document to the AASM at 630-737-9790. Upon verification of your accredited member status, you will receive an email with an electronic copy of the AASM logo in .jpg, .pdf and .eps formats. Procurement and/or use of the AASM logo in any other way is strictly prohibited.

Approved fully accredited facility members are entitled to use the AASM logo according to the following guidelines:

1.) Authorized Use

- 1.1 The AASM logo may be used by active fully accredited facility members of the AASM that have been granted permission to use the AASM logo through completion and approval of a signed AASM Accredited Facility Use Agreement only.
- 1.2 The AASM logo may be used on stationery, websites or other promotional material to promote that the facility is an accredited facility member of the AASM.
- 1.3 Given the potential cost of producing signage and other permanent fixtures, facilities that wish to include the AASM logo on such structures must submit a draft of the design to the AASM membership department for approval.

2.) Unauthorized Use

- 2.1 An accredited facility that is not a member of the AASM may not use the AASM logo.

- 2.2 An accredited facility member that is provisionally accredited may not use the AASM logo until they have reached full accreditation.
- 2.3 A facility pending accreditation or membership may not use the AASM logo prior to being approved.
- 2.4 An individual member of the AASM may not use the AASM logo.
- 2.5 The AASM logo shall not be used in such a way as to imply that the AASM accepts responsibility for or endorses opinions of the user of the AASM logo.
- 2.6 The AASM logo shall not be used in such a way as to confuse or mislead a recipient into thinking a document, website, social networking profile or other promotional tool is from the AASM.
- 2.7 In the event that a facility is affiliated with a company or organization, it must be made clear that the facility, not the company or organization, is an accredited facility member of the AASM.
- 2.8 In the event that a facility/organization has more than one location, and not every location is a fully accredited facility member, any document(s), website(s) or promotional material for that facility that display the AASM logo must make clear which location(s) are fully accredited members of the AASM.

Example: The sleep facility below has listed its various locations on its website. However, only the location in Clark, Texas is a fully accredited member facility. The other two locations are not fully accredited facility members of the AASM. Therefore, the Bender and Jackson offices would not be allowed to use the AASM logo in conjunction with their locations. Under this situation, it must be made clear that only the Clark office is a fully accredited member of the AASM.

	Unauthorized Placement	Authorized Placement
	<u>Texas Sleep Center</u> <i>Our Locations</i>	<u>Texas Sleep Center</u> <i>Our Locations</i>
	500 Blue Road Drive Bender, TX 33333	500 Blue Road Drive Bender, TX 33333
ACCREDITED Facility Member™	250 Red Road Drive Clark, TX 22222	 ACCREDITED Facility Member™
		250 Red Road Drive Clark, TX 22222

- 2.9 In the event of a temporary or permanent suspension of an accredited facility member, the facility shall immediately cease to publish and/or distribute all documents carrying the AASM logo. Any permanent fixtures or signs using the AASM logo must immediately be removed from public display and stored until the suspension is lifted by the AASM.
- 2.10 In the event of withdrawal or expiration of membership or accreditation with the AASM, by the AASM or voluntarily by the facility, the facility shall immediately cease to publish and/or distribute all documents carrying the AASM logo. Any permanent fixtures or signs using the AASM logo must immediately be removed from public display.

3.) Design Elements for Use

- 3.1 The AASM logo consists of three elements: a symbol, trademark symbol and the words “Accredited Facility Member”. These elements must be used together and may not be separated or altered in any way.
- 3.2 The AASM logo shall be displayed at a size large enough that all three elements as described in 3.1 are large enough to read.
- 3.3 The AASM logo shall be displayed only in the appropriate designated colors, black or white.
- 3.4 The original size of the AASM logo may be reduced or enlarged if necessary, provided that the original proportion between height and width (aspect ratio) is maintained.
- 3.5 To maintain a clear identification, the AASM logo should appear proportionally isolated from other graphic elements. The AASM logo should not be reproduced on a strongly patterned background that would diminish its authenticity. The AASM logo must not be obscured by intersecting lines, rules, shadows, screens or other graphic features.

4.) General Terms

- 4.1 If it is found that any individual or organization is using the AASM logo, or any other version or likeness of this logo, in any way other than as stated in this policy, that person/organization is in violation of trademark law. A warning will be given if a violator is found misrepresenting themselves through use of the AASM logo. If the same violator continues to misrepresent themselves, they will risk losing their accreditation and/or membership status. Violators are also subject to a fine of \$1000 per offense.
- 4.2 Any request for AASM logo use varying from the above guidelines must be approved in writing by the AASM.

AASM Accredited Facility Logo Use Agreement

If your facility or program is a fully accredited member of the AASM, and you would like to use the AASM logo in promotional materials, please complete and sign this agreement, confirming your consent to the guidelines detailed in the AASM’s Trademark Policy, and fax this document to the AASM at 630-737-9790. Upon verification of your full accredited member status, you will receive an email with an electronic copy of the logo. Procurement and/or use of the AASM logo in any other way is expressly prohibited.

AASM Accredited Facility Member Name: _____

Facility Location (City and State): _____

AASM Facility Member/Accreditation Number: _____

Email Address: _____

(Please indicate the email to which you would like the AASM Accredited Member Logo sent.)

Signature below indicates complete acceptance to the guidelines and restrictions for use of the AASM logo detailed in the AASM’s Trademark Policy.

Facility Medical Director Printed Name: _____

Facility Medical Director Signature: _____

Date: _____

If you have any questions regarding these guidelines or the overall use of the AASM logo, you may contact the AASM national office at 630-737-9700 or membership@aasm.org.