

## Use of Corporate Logos Policy

The Accreditation Council for Continuing Medical Education (ACCME®) has modified its requirements to prohibit the inclusion of ACCME-defined commercial interest logos in educational materials and disclosure of commercial support.

Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a produce-group message of an ACCME-defined commercial interest.

Acknowledgment of commercial support may state the name, mission, and areas of clinical involvement of an ACCME-defined commercial interest but not include corporate logos and slogans.

### FAQ:

The syllabus for our accredited CME activity includes an agenda, PowerPoint presentations, and disclosures. If we accept commercial support for an activity, we include the names and logos of the supporting companies on the last page. Can we continue to print the logos of supporting companies on the very last page? Can we print the names and logos of exhibitors on the last page of our syllabus, if they are not providing commercial support?

No. Disclosure of commercial support to your learners cannot include the corporate logos of commercial supporters that are ACCME-defined commercial interests. With respect to the corporate logos of your exhibitors, if they are ACCME-defined commercial interests, and since the syllabus you describe includes educational materials, the logos cannot be included even on the last page, per Standard 4.3 of the ACCME Standards for Commercial Support<sup>SM</sup>: Standards to Ensure Independence in CME Activities.