



## Policy/Agreement for Use of APC PFM Logo

APC restricts the use of the Pharmacy/Facility member (PFM) logo as stated in the following policy:

APC's logo is a trademark and the property of APC. However, APC grants a license to use the APC PFM logo to its pharmacy/facility members (PFM) in good standing. Only PFMs who have maintained their paid membership and are in good standing in the organization can use the APC PFM Logo.

The APC PFM Logo may not be used in any manner to imply that a PFM or individual employee of a PFM is in any way an agent of APC or that APC in any way warrants, approves, or endorses any product or service provided by the member.

The APC PFM logo can be used on members' business cards, letterhead, website, and promotional materials. It may also be posted in the PFM's facility, store window, etc. Any other use of the APC PFM Logo not specifically enumerated in this policy must be approved by APC.

The APC PFM logo should be printed using the following colors:

- Black
- Blue (PMS 655 U)
- Red (PMS 1807 U)

When increasing/decreasing the logo size, the original proportions and ratio of the logo must be maintained. Do not shrink or enlarge the logo beyond legibility, and do not alter the height-to-width ratio.

PFMs are not authorized to use any other logo or trademark that is the property of APC.

The right to use the APC PFM logo shall terminate and be revoked upon the member's failure to remain in good standing, in the event of misuse by the member as determined by APC, or any other breach of this Policy for Use. Upon such termination and/or revocation, the member will eliminate the use of the APC PFM logo from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or pre-existing at that time.

Legal action may be taken against anyone who uses the APC PFM logo in violation of the above policy.

I have read the "Policy/Agreement for Use of APC PFM logo and agree to abide by the policy.

Signed \_\_\_\_\_

Name (printed): \_\_\_\_\_

Date: \_\_\_\_\_

Email: \_\_\_\_\_

**Please sign and return to APC via fax (281) 495-0602 or email [info@a4pc.org](mailto:info@a4pc.org).**