

## Using the American Diabetes Association Education Recognition Logo/Language

When Recognition is awarded, the rules for using the approved American Diabetes Association (Association) Education Recognition logo/language and information about obtaining electronic versions are sent to the diabetes education service. **The logo/language may be used in publications or advertisements only if these instructions are followed exactly:**

1. The Association Education Recognition (ERP) logo/language is the property of the American Diabetes Association and use of the name, logo/language, and marks is not permitted without the written consent of the Association. The Association may require destruction of materials that do not meet current logo/language use requirements. The Association may enforce this provision through legal action including injunctive relief.
2. The Association Education Recognition logo/language must be displayed – using the required format – on all publications, including electronic, in which it is stated that diabetes education services are Association Recognized.
3. **The Diabetes Self-Management Education and Support (DSMES) program coordinator must complete the ERP logo use form (form) which will require an exact copy showing all proposed uses of the Association Education Recognition logo/language. The form can be found at [www.diabetes.org/erp](http://www.diabetes.org/erp) and must be submitted with supporting documents per the form instructions by email ([erp@diabetes.org](mailto:erp@diabetes.org)) or by fax (703-991-9120) to the Association National Office for pre-approval by the Education Recognition staff. If the proposed ERP logo use is for electronic communication, all web addresses where the logo would appear if approved must be entered in the comment section of the logo use form. If any web address changes, the new address must be submitted to ERP using a separate ERP logo use form.**
4. Include the program ID# on all requests. Staff will provide a written response to the DSMES program coordinator and the logo use form and supporting documents will be kept on file at the Association DA National Office files. The approval is valid for multiple uses of the same format such as revised schedules or flyers. If an approved use is changed substantially, separate approval must be sought.
5. The Association Education Recognition **logo/language may not be used on letterhead, business cards, e-mail signature blocks, mobile applications, or forms.**
6. **Only those services that are Association Recognized can be advertised** (*i.e.* if a healthcare provider has multiple sites, only those that are Recognized may be listed in any information that uses the Association Education Recognition logo/language). It must also be clearly indicated that only the education or self-management training services (not treatment) is Recognized.

**For print or electronic material: you MUST use EITHER the text wording described in rule #7**

**OR**

**a headline as described in rule #8.**

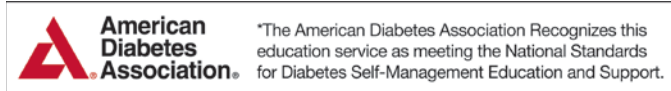
7. In the body of text written mention of Association Education Recognition **must** use exactly the following approved wording including the \* which refers the reader to the complete wording in the boxed logo/language which must appear elsewhere on the same page in the publication.

*(Required text wording)* The >the name of your Sponsoring Organization and Program/site name as entered on your application< has been Recognized by the American Diabetes Association for Quality Self-Management Education\* and Support.

8. In a headline you **must** include an \* after the first time the word “education” is used which refers the reader to the complete wording in the boxed logo/language which must appear elsewhere on the same page in the publication.

*(Sample headline wording)* “Come Learn More About Our Diabetes Education\* Program”

9. IN ADDITION to the text wording in rule #7 or the headline in rule #8, the following longer version must appear somewhere in the publication. It **must** appear in a box exactly as it appears in one of the formats shown below:



10. It is important to note that the logo and its language can only be used to Recognize the DSMES program and not individual educators or staff, mobile applications or delivery systems.
11. Only the DSMES program coordinator may request electronic versions of the Association Education Recognition logo and language. Requests must be sent to [erp@diabetes.org](mailto:erp@diabetes.org) using the Logo Use Form. The DSMES program coordinator may share the logo with others for communication or product development, but in no fashion may the logo be used without the written consent of the Association
12. **Diabetes education services that are no longer Recognized must immediately cease use of the Association Education Recognition logo or previously approved materials displaying the Association Education Recognition logo.**