



CONSORTIUM

FOR ADVANCED PRACTICE PROVIDERS

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CONSORTIUM PUBLICITY POLICY

GUIDELINES FOR PUBLICIZING ACCREDITATION BY THE CONSORTIUM

Congratulations on achieving accreditation by the Consortium. One of the benefits of accreditation is the use of the Consortium seal of accreditation in your sponsoring organization's marketing materials and communications. The following guidelines have been developed to help your sponsoring organization appropriately announce its accreditation from the Consortium.

The Consortium requires that an accredited program or sponsoring organization accurately describe the nature and meaning of its accreditation. Any program or sponsoring organization that materially misleads the public about any matter relating to its accreditation may have to undertake appropriate corrective advertising or risk loss of accreditation.

- *Any reference to accreditation must clearly specify which programs are accredited.*
- *Accurately state the accreditation received from the Consortium.*
- *Your organization may publicize its accreditation decision after the decision is posted to the secure Consortium accreditation status site. If you are unsure about the status of a decision, contact info@APPpostgradtraining.com.*

Accredited Programs are required to disclose the name and contact information of The Consortium for Advanced Practice Providers on all marketing and communication materials.

Use of Consortium Program Seal

The Consortium accreditation seal is recognizable as the exclusive designation of Consortium accreditation. The Consortium encourages all sponsoring organizations that have achieved accreditation to display their seal(s) in marketing and advertising material. The information below will help you locate and download the accreditation seal from the Consortium's web site and provides instructions on the appropriate use of the seal.

The Consortium postgraduate training accreditation process has an individual and unique seal. Only programs that have received notification from the Consortium that they are accredited can display and use seal for marketing and advertising purposes.

You can access the program seal on the secure, web-based Consortium Box account. The seal is available in EPS and JPG formats.

The seal must not be manipulated in any way, shape or form. The seal may be printed in full color or grayscale format. The overall depiction of the seal should be consistent with Consortium's graphical image.

Sponsoring organizations with all programs achieving the same level of status may display the seal as it is. However, sponsoring organizations must write the program name(s) underneath/beside the seal, or clearly indicate in the text of the ad if other programs did not receive the same level of status. You are welcome to provide a link to Consortium's web site on your program website.

Please use: www.APPpostgradtraining.com.