American College of Surgeons
Standards for Use of ACS Logo and Tagline and Program Logos

This document defines standards for the use and/or distribution of all print or electronic materials that display the American College of Surgeons (ACS) logo and/or logos for ACS programs (programs that are administered, co-sponsored, verified, or accredited by the American College of Surgeons). These guidelines also apply to partnership programs administered by the American College of Surgeons.

Use of the American College of Surgeons Logo

The College Seal and the accompanying tagline “Inspiring Quality: Highest Standards, Better Outcomes” are used only for official matters related to the College and its programs and activities. Use by external organizations is only permitted if ACS is co-sponsoring an event with another organization. In such circumstances, all external groups and individuals wishing to use the ACS logo and tagline must submit a written request for permission to the ACS Division of Integrated Communications. In requesting permission, a copy of the printed piece or a link to the website for which permission is sought should be included. The Seal and tagline may not be used or presented in such a way as to imply ACS endorses an advertiser’s products or services.

Use of ACS Quality Program Logos

ACS Quality Program logos should be displayed with the Quality Program tagline developed by ACS. Program logos with the tagline are available in both horizontal and vertical options and in all file formats.

1. General Use
Hospitals, medical facilities, academic medical centers, and universities that administer ACS programs are granted a limited license to use ACS-developed “Program Logos” i.e., special logos developed and owned by ACS to denote ACS Programs, on a royalty-free basis to promote their ACS program status providing the following criteria are met. However, when used under these circumstances the logos may not be used or presented in such a way as to imply ACS endorses an advertiser’s products or services.

- The logo only can be used once accreditation, verification, or full enrollment status has been achieved and is confirmed by official written or electronic notice from the American College of Surgeons.
- The logo is used as it has been designed by the American College of Surgeons. Specifically, it retains the same graphic design—including font and color—and is identified as a registered ® or trademarked image™ if appropriate. Resizing is permitted as long as the image can still be clearly identified.
- The logo may be used on promotional and course materials for educational activities or educational products (i.e., manuals or CDs) associated with ACS-affiliated programs.

2. Permitted Use
The Program Logo may be used to promote an institution’s status as a participant in an ACS program in print or electronically through these communications vehicles:

a. General “about the facility” communications
b. hospital banners

c. institution website (the selected Web page must not display clinical information or paid advertising)

d. non-clinical presentation slides at a conference

e. non-clinical print advertisements

f. internal reports

3. Restricted Use
The Program Logo may be used on the following communications vehicles only if the content of the message is first reviewed and approved by staff in the Division of Integrated Communications of the American College of Surgeons in consultation with the appropriate ACS program staff members:

a. billboards
b. television commercials or video messages for public service or social media use
c. materials promoting an institution’s involvement in a disease or health care awareness event
d. as a website link or on a physician or practice website
e. institution-only awards developed to acknowledge physicians or other leaders of ACS programs
f. institutional promotional items, e.g., coffee mugs

ACS reserves the right to evaluate other uses of its Program Logos that are not mentioned in this policy for appropriate use by outside persons or entities. ACS has the right disapprove the use of its logos, including Program Logos, in venues that it deems to be inappropriate.

Any other intended use of any ACS name, trademark, service mark, or logo must be requested in advance, in writing.

Direct all such queries to:

Sandy Rabin
Senior Marketing Manager
ACS Division of Integrated Communications
E-mail: srabin@facs.org

Approved uses of the ACS Seal and tagline and program logos should also be referred to the ACS Senior Marketing Manager.

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