



UNIVERSITY OF MINNESOTA

Commercial Logos and Promotional Materials Guidelines

Educational Materials

- Slides, abstracts, handouts
 - Cannot contain any advertising or corporate logo of a [commercial interest](#).
 - If the educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.
- Program/Syllabus/Workbook
 - For print, advertisements and promotional materials will not be interleaved within the pages of the educational content. Advertisements and promotional materials may face the last pages of printed educational content as long as these materials are
 - not related to the educational content they face
 - not paid for by the commercial supporters of the educational activity.
 - For computer-based activities, advertisements and promotional materials will not be visible on the screen at the same time as the educational content and not interleaved between computer 'windows' or screens of the educational content.
- Acknowledgment of Support
 - No logos
 - May state the name, mission, and areas of clinical involvement of the supporter

Non-Educational Materials

- Giveaways
 - Such as: lanyards, name badges, bags, keycards, flyers/leaflets
 - May include product-promotion material or product-specific advertisement if it does not include content directly related to the transfer of education to the learner.
- Media
 - Such as: USB drives, mobile app, recordings
 - May include advertisements and promotional materials if they are not visible on the screen at the same time as the educational content and not interleaved between computer 'windows' or screens of the educational content.
- Services
 - Such as: water stations, food and beverage stations, mobile device charging stations
 - May contain advertising, corporate logo, trade name or a product-group message of a commercial interest as long as it is outside the educational space.
- Signage (not including Acknowledgment of Support)
 - May contain advertising, corporate logo, trade name or a product-group message of a commercial interest as long as it is outside the educational space.

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