



IMCAC Logo, Badge, and Brand Usage Policy Guidelines

International Medical Competency Accreditation Council (IMCAC)

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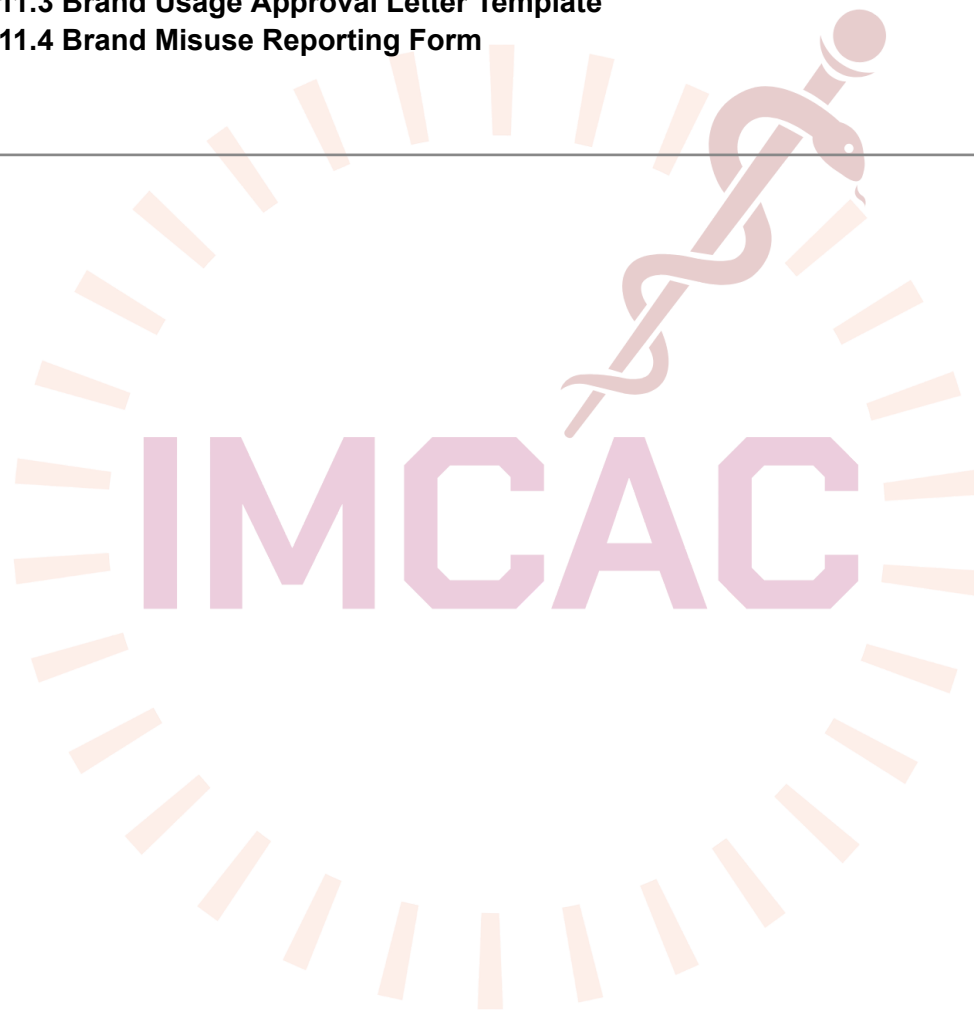
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1. Introduction

1.1 Purpose:

This policy establishes guidelines for the proper use of IMCAC logos, badges, and brand assets, to maintain consistency, uphold the organization's integrity, and protect intellectual property.

1.2 Scope & Applicability:

Applies to all IMCAC-affiliated institutions, partners, event organizers, trainers, and content creators using IMCAC logos, badges, or brand identity in digital, print, or event contexts.

1.3 Guiding Principles:

- **Consistency:** Uniform representation of IMCAC brand across all platforms.
 - **Integrity:** Protection against misrepresentation or misuse.
 - **Compliance:** Adherence to legal, ethical, and operational standards.
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2. Objectives

- **Protect the brand identity and integrity of IMCAC.**
 - **Ensure consistent and professional use of logos, badges, and branding materials.**
 - **Promote credibility and trust among partners, members, and stakeholders.**
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3. Definitions

- **Logo:** Official IMCAC emblem representing the organization.
- **Badge / Seal:** Certification or endorsement mark used on documents, certificates, or promotional material.
- **Brand Identity:** Visual and verbal representation of IMCAC's values and mission.
- **Authorized Users:** Entities, institutions, or individuals officially approved to use IMCAC branding.

4. Ownership & Intellectual Property

- **Brand Ownership:** All logos, badges, and branding materials are property of IMCAC.
 - **Intellectual Property Rights:** Unauthorized reproduction, modification, or distribution is prohibited.
 - **Legal Protection & Enforcement:** IMCAC reserves the right to initiate legal or corrective action against misuse.
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5. Authorized Use

- **Eligible Users / Institutions:** Accredited institutions, certified trainers, official partners, and approved affiliates.
 - **Permitted Use Cases:**
 - Certificates & credentials
 - Digital platforms (websites, social media)
 - Event banners & promotional materials
 - Print publications
 - **Prohibited Use:**
 - Unauthorized commercial use
 - Modifying logos or badges
 - Use implying endorsement of unrelated products/services
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6. Design Guidelines

- **Logo / Badge Placement & Sizing:** Maintain minimum clear space; avoid distortion.

- **Color Usage:** Follow official color palette; do not alter colors.
 - **Typography & Fonts:** Use approved fonts for all text accompanying the logo/badge.
 - **Clear Space & Minimum Size:** Ensure readability and visibility.
 - **Usage with Partner Logos:** Logos must be displayed proportionally and with brand hierarchy respected.
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7. Approval Process for Usage

1. **Submission of Usage Request:** Complete Annexure 1 (Logo / Badge Usage Request Form).
 2. **Review & Approval:** IMCAC Brand Committee evaluates and approves requests.
 3. **Duration & Scope:** Approval includes specified timeframe, context, and medium.
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8. Monitoring & Enforcement

- **Periodic Audits:** Review institutional and partner usage of logos/badges.
 - **Addressing Unauthorized or Misuse:** Immediate corrective communication and formal notice.
 - **Corrective Actions & Sanctions:** May include withdrawal of permission, public notice, or legal action.
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9. Ethical & Compliance Standards

- **Conflict of Interest:** Disclose any potential conflicts before usage.
- **Compliance with Local Laws:** Adhere to regional advertising, copyright, and IP laws.

- **Confidentiality:** Brand assets not to be shared externally without approval.
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10. Amendments & Updates

- **Policy Review:** Reviewed annually or as needed.
- **Communication of Changes:** Updates shared with all approved users and stakeholders.



11. Annexures

Annexure 1: Logo / Badge Usage Request Form

IMCAC – Logo / Badge Usage Request Form

Applicant Details:

- Name / Institution: _____
- Contact Email: _____
- Contact Phone: _____

Purpose of Usage: _____

Medium (Digital / Print / Event / Certification): _____

Duration / Dates: _____

Declaration: I confirm that the usage will comply with IMCAC Logo & Brand Usage Policy.

Signature: _____

Date: _____

Annexure 2: Approved Brand Assets & Guidelines Table

Asset Type	File Format	Color Code	Usage Notes
IMCAC Logo	PNG, JPG, SVG	Pantone 286C	Use clear space; do not alter colors
IMCAC Badge	PNG, SVG	Gold / Blue	Only for certificates & official documents
Brand Colors	HEX / RGB	#003399 (Blue), #FFD700 (Gold)	Must match approved palette
Fonts	Arial / Helvetica	–	Use for headings & official text only

Annexure 3: Brand Usage Approval Letter Template

[IMCAC Letterhead / Logo]

Subject: Approval for IMCAC Logo / Badge Usage

Dear [Applicant Name / Institution],

We are pleased to inform you that your request to use IMCAC logo / badge has been approved.

Approved Details:

- **Purpose:** _____
- **Medium:** _____
- **Duration:** From _____ to _____
- **Usage Conditions:** Must comply with IMCAC Brand Guidelines

Authorized Signatory: _____

Designation: _____

Date: _____

Annexure 4: Brand Misuse Reporting Form

IMCAC – Brand Misuse Reporting Form

Reported By: _____

Contact Email / Phone: _____

Date of Report: _____

Details of Misuse:

- Nature of Misuse: _____
- Location / Medium: _____
- Evidence Attached: ☐ Yes ☐ No

Action Requested: _____

IMCAC Use Only:

- Investigation Assigned To: _____
- Action Taken: _____
- Date Closed: _____