Wound, Ostomy, and Continence Nurses Society™ (WOCN®) Logo Usage Policy

This policy provides requirements by the WOCN® Society regarding use of the Society logo types (“Logos”).

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy from time to time without notice to you. You, as a Logo user (“you”), are responsible for complying with any modified terms. Please review this policy and become familiar with any modifications we publish.

Your signature on the following release and use of any WOCN Logo implies acceptance of, and agreement with, the terms of this policy. If you do not accept and agree to follow the rules for using the Logos as set out in this policy, you do not have the right to use the Logos and should not use them. Any use of the Logos that does not comply with this policy is not authorized. If you violate the rules set out in this policy, you must cease all use of all Logos, regardless of the uses otherwise allowed in this policy. In addition, the WOCN Society reserves the right to revoke its approval of your use of the Logos at any time, unless otherwise agreed in writing with you.

Permission is granted to you to use the Logos only on the following conditions:

**Rules for Using the Logos**

You must comply with all of the following rules when using a Logo:

- Logos may only be used in marketing or other publicity materials for the benefit of the WOCN Society.
- Logos may not be used in any confusing way.
  - No Logo may be used in any way that suggests that the WOCN Society is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services, unless such a relationship exists.
  - No Logo may be used in any way that mischaracterizes any relationship between you and the WOCN Society.
  - Vendors may not use the Logos to advertise the WOCN Society or its partnership/business on vendor websites and promotional pieces without written permission from the WOCN Society.
- All WOCN Society Logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:
Do not modify or alter the Logos

- Do not change scale, skew or rotate any Logo.
- Do not change the design of any Logo.
- Do not change or vary the colors of any Logo—Logos may be all black or can be reversed out in white in select instances.
- Avoid screening Logos to less than 100%.
- Do not shrink any Logo to less than 1” in height.

Where indicated, ® and ™ symbols are part of a Logo and must be used with the applicable Logo.

Do not combine a Logo with any other design, trademark, graphic, text or other element, including your name, any trademarks or any generic terms.

No other design, trademark, text, graphic or other element may be placed closer to a Logo than the height of the tallest letter in the Logo.

Logos may only be placed on transparent or solid backgrounds (preferably bright white), not over an image or pattern, and no artistic effects (such as drop shadows) may be applied.

No Logo may be used or displayed in any of the following ways:

- in any manner that, in the sole discretion of the WOCN Society, discredits the Society’s Brands or tarnishes its reputation and goodwill;
- in any manner that infringes, dilutes, depreciates the value, or impairs the rights of the WOCN Society in the Logos;
- in any manner that is false or misleading;
- in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
- in any manner that violates the trademark, copyright or any other intellectual property rights of others;
- in any manner that violates any law, regulations, or other public policy; or
- as part of a name of a product or service of a company other than the WOCN Society.

You must, upon request from the WOCN Society, provide samples of any materials that include the Logos for purposes of determining compliance with this policy.

You must make any changes to your use of the Logos that are requested by the WOCN Society for policy compliance. Your failure to comply with any of the terms, restrictions, conditions, or limitations in this policy will result in automatic termination of your limited right to use the Logos, unless the WOCN Society requests changes and you promptly comply with such requests, or unless otherwise provided in a written agreement between you and the Society. This remedy is in addition to any other legal remedies to which the Society may be entitled in relation to your use of the Logos.

You must immediately stop using the applicable Logo if the WOCN Society notifies you that the Logo has become outdated for any reason including, but not limited to, loss of a
By signing below, I agree to the terms and conditions stated here in the Wound, Ostomy, and Continence Nurses Society™ (WOCN®) Logo Usage Policy.

<table>
<thead>
<tr>
<th>Organization Name:</th>
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<tbody>
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<td>Requesting Use of the Following Logo:</td>
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<td>Purpose of Use:</td>
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Signature:  
Date:  

INSTRUCTIONS: Return completed form via email to mcramirez@wocn.org. Once received and reviewed, the permission will be signed by a WOCN Society staff member and returned to you via email with attached logo file. If you would like to make use of any our Logos that is not covered by this policy, or for further information or clarification about use of the Logos, please contact:

Megan C. Ramirez  
Director of Marketing and Communications  
WOCN® National Office  
(856) 642-4207  
mcramirez@wocn.org

FOR OFFICIAL USE ONLY

| Approved By: |  |
| Signature:   |   |
| Date:        |  |