



ACPA APPROVED TEAM MARKETING GUIDELINES

ACPA Team Approval signifies that the Commission on the Approval of Teams and ACPA have granted ACPA Team Approval because the team meets the criteria for ACPA Team Approval established by the Commission on the Approval of Teams and ACPA. Recognition as an ACPA Approved Team does not imply accreditation, endorsement or sponsorship by ACPA and should not be used to suggest that content inserted in a website or other materials provided by an ACPA Approved Team has been authorized by or represents the opinion or views of ACPA or ACPA staff.

Only current ACPA Approved Teams are eligible to use the ACPA Approved Team Logo (the "Logo") or the accompanying wording. If that status changes, the team must remove all mentions of ACPA from their website and other materials within 30 days.

ACPA is the owner of all trademark and other intellectual property rights in the Logo and the designation ACPA and reserves all rights in the Logo and ACPA save the limited license granted here. Use of the Logo pursuant to these terms and conditions shall not be construed as limiting ACPA's rights or granting the ACPA Approved Team any right, title or interest in the designation ACPA or the Logo. The ACPA Approved Team authorized to use the Logo agrees not to claim any right, title, or interest in or to the Logo or the designation ACPA or to adopt any confusingly similar name, designation or mark in the United States or any other country. All uses of the Logo shall inure to the benefit of the ACPA.

ACPA APPROVED TEAM LOGO

ACPA Approved Teams may use the downloadable Logo (<https://acpacares.org/wp-content/uploads/2023/02/ACPA-Approved-Team-Logo.zip>). Teams have permission to use the Logo – no other ACPA logo may be used without written permission. These guidelines apply to the Logo and must be adhered to for all uses.

- The Logo and type must be used in the provided format. It is not to be recreated by scanning, typesetting, or redrawing.
- ACPA may ask teams to stop using the Logo at any time. All teams and their personnel agree to stop using the Logo within 30 days of ACPA's request.
- ACPA does not allow the use of the Logo on the cover of books or publications. ACPA does not allow the use of the Logo on manufactured products or merchandise without written permission from ACPA.
- Do not incorporate ACPA or any of its logos into your own product name, services name, company name, logo, website title, publication title or the like.
- The Logo may not be used in any way that would disparage ACPA or its products or services.
- The Logo is available in three variations: full color (primary use), black, and white. The full color logo should be primarily used. Contrast with the background so the Logo is legible. In cases where the full color Logo is not usable, the one-color Logo can be used in white or black only. The Logo must stand on its own.
- The Logo may be used on the following:
 - Website
 - Email
 - Marketing
 - Press Releases
 - Brochures
- If scaling is necessary, the Logo must be used in proportion to the original. The minimum allowable size of the Logo is a height of 0.5 inches in print.

- Use the Logo as provided without any alterations, color changes, proportion, borders, shadows, modifications or effects.
- When used in electronic format, the Logo must include a hyperlink without a border to www.acpa-cpf.org/team-care.

EXAMPLES OF LOGO USAGE

The Logo must always be reproduced from approved electronic reproduction files. The color, size and proportions have been carefully selected and should not be altered. Following are examples of the logos that are provided, how to use on color backgrounds, as well as common mistakes to avoid.

Logo Options:



Color Background Usage:



Incorrect Usage:



ACPA APPROVED COLOR PALETTE

This is the ACPA Approved Team color palette. The logo should never deviate from these three colors unless using the black or white version.



CMYK: 66.0.24.0
RGB: 0.204.209
HEX: #00CCD1



CMYK: 64.75.0.0
RGB: 140.62.249
HEX: #8C3EF9



CMYK: 100.89.29.15
RGB: 22.54.112
HEX: #163670

ACPA APPROVED TEAM WORDING

These are the only approved descriptions that can be used by ACPA Approved Teams to describe their status. These descriptions can be used along with the Logo on websites, in emails or in marketing materials.

Long:

[TEAM NAME] is an ACPA Approved Team and has met the Standards of Team Care for Cleft and Craniofacial Teams set by the [American Cleft Palate Craniofacial Association](#) (ACPA). The ACPA Commission on the Approval of Teams has determined that [TEAM NAME] is capable of providing cleft and craniofacial care in a coordinated and consistent manner, that care provided by [TEAM NAME] follows the proper sequence and takes place within the framework of the patient's overall developmental, medical and psychological needs. ACPA Approved Teams are comprised of experienced and qualified professionals who work in an interdisciplinary and coordinated system to provide strong and reliable communication between team members, families and referring providers. All approved teams in the U.S. and Canada are listed on the [ACPA website](#). The ACPA encourages patients and families to first consider ACPA Approved Teams for cleft and craniofacial health care needs.

Medium:

[TEAM NAME] is an ACPA Approved Team and has met the Standards of Team Care for Cleft and Craniofacial Teams set by the [American Cleft Palate Craniofacial Association](#) (ACPA). The ACPA Commission on the Approval of Teams has determined that [TEAM NAME] is capable of providing cleft and craniofacial care in a coordinated and consistent manner, that care provided by [TEAM NAME] follows the proper sequence and takes place within the framework of the patient's overall developmental, medical and psychological needs. All approved teams in the U.S. and Canada are listed on the [ACPA website](#).

Short:

[TEAM NAME] is listed as an ACPA Approved Team by the [American Cleft Palate Craniofacial Association](#) (ACPA).