

## NNPRFTC GUIDELINES FOR PUBLICIZING ACCREDITATION

The following communication guidelines have been developed to help your organization appropriately announce its accreditation from NNPRFTC. The NNPRFTC requires that an accredited program or organization accurately describe the nature and meaning of its accreditation. Any program or organization that materially misleads the public about any matter relating to its accreditation must undertake appropriate corrective advertising or risk loss of accreditation.

- If your program or organization has sites or offers services that are not accredited, any reference to accreditation must clearly specify which sites/services are accredited.
- Accreditation does not “endorse” a program or organization’s quality of training, nor does it “prove,” “assure” or “testify” that a program or organization provides quality training. Accreditation demonstrates a commitment to excellence in providing services.
- Accurately state the accreditation received from the NNPRFTC:
  - Your organization must list the NNPRFTC as the accrediting agency and must list the NNPRFTC’s contact information, including address and phone number.
  - Your organization may say that its program or the organization is the “first” program or organization in a city, county, state, and/or country to receive accreditation. Before using this language, you must get written approval from the NNPRFTC who will verify your status. You can reach the department at [accreditation@nnpostgradtraining.com](mailto:accreditation@nnpostgradtraining.com) or [candice.rettie@nnpostgradtraining.com](mailto:candice.rettie@nnpostgradtraining.com).
  - Your organization may not say that its program or the organization is the “only” program or organization in a city, county, state, country, or any other geographic area to receive accreditation or certification. To do so may not be true and can be misleading.
- Your organization is not permitted to publicize its accreditation decision until the decision is posted to the secure NNPRFTC accreditation status site. If you are unsure about the status of a decision, contact [accreditation@nnpostgradtraining.com](mailto:accreditation@nnpostgradtraining.com) .

### USE OF NNPRFTC PROGRAM SEAL

The NNPRFTC program seal is a recognizable symbol of postgraduate training quality. NNPRFTC encourages all organizations that have achieved an NNPRFTC status to display their seal(s) in marketing and advertising material. The information below will help you locate and download the accreditation seal from the NNPRFTC web site and provides instructions on the appropriate use of the seal.

The NNPRFTC postgraduate training accreditation process has an individual and unique seal. Only programs that have received notification from NNPRFTC that they are accredited can display and use seal for marketing and advertising purposes. Please refer to your specific program guidelines for instructions on how to use program seal.

You can access the program seal on the NNPRFTC web site at [www.nnpstgradtraining.com](http://www.nnpstgradtraining.com) . The secure site is accessed by a password assigned to the program by the NNPRFTC upon the program's accreditation or re-accreditation.

The seal is available in EPS and JPG formats.

The seal must not be manipulated in any way, shape or form. The seal may be printed in full color or grayscale format.

The seal should be displayed in a readable format and the overall depiction should be consistent with NNPRFTC's graphical image.

Organizations with all product lines and products achieving the same level of status may display the seal as it is. However, organizations **must** write the program's name(s) underneath/beside the seal, or clearly indicate in the text of the ad if other product lines did not receive the same level of status. In addition, the NNPRFTC must be identified as the accrediting agency and its contact information (address and phone number) provided.

Organizations should be aware that NNPRFTC accreditation status can change which may affect the statement on durable goods (e.g.: a billboard that is no longer accurate must be corrected). It is the organization's responsibility to maintain and update accurate marketing materials. Should your status change, you are responsible for updating all promotional items, and must cease distribution of all materials with incorrect status information. Updating of website and other distributed materials should take place within 30 days of the status change.

### **USE OF NNPRFTC LOGO**

The use and reproduction of NNPRFTC's logo is strictly prohibited. Organizations who have received accreditation from NNPRFTC are prohibited from using the NNPRFTC logo in any marketing and advertising materials including web sites, emails and other web-based applications. If you would like to provide a link to NNPRFTC's web site, please use [www.nnpstgradtraining.com](http://www.nnpstgradtraining.com)