

## Case Scenarios: When is it acceptable to include logos in or peripheral to CDR Prior Approved Continuing Professional Education?

Many CPE Providers and commercial supporters are organizations with specific branding practices.

The Commission on Dietetic Registration (CDR) has published policies regarding logo use in Continuing Professional Education.

**Policy 7.1 (Content Containing Products or Services)** states, "Educational materials that are part of CPE content such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information must not contain any marketing including logos..."

**Policy 7.5.2 (Information About the CPE That Does Not Contain Educational Content)** states, "Information distributed about the CDR Prior Approved CPE that does not include educational content, such as schedules and logistical information, may include Provider and/or supporter logos..." and "Certificates of completion may include Provider logos by may not include logos of commercial supporters..."

**Policy 9.5 (Disclosure of Commercial Support)** states, "Disclosure must not include the supporters' logos..." and "The supporters' logos...shall not appear in CPE content..."

**Policy 10.2 (Disclosure of Funding)** states, "Disclosure must not include the funders' logos..." and, "The funders' logos...shall not appear in CPE content..."

**Policy 14.0 (CDR Logo, Credit Statement, Submission and Review Timeframes)** states, "The only authorized use of the CDR logo is on the CDR CPEU Prior Approval Certificate. CDR does not permit the use of its logo under any other circumstances."

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#	Scenario	Meets Policy?	Rationale
1	The website for FOODCPE, a CPE Provider, includes a list of CDR Prior Approved CPE available for purchase. The webpage includes the FOODCPE logo.	Yes	Information about CDR Prior Approved CPE that does not contain educational content may include Provider logo(s).

2	When a learner selects a particular CPE activity on the FOODCPE website, she is directed to a webpage that states the activity has been Prior Approved by CDR. The webpage includes the CDR logo.	No	The only authorized use of the CDR logo is on the CDR CPEU Prior Approval Certificate.
3	After a learner purchases CDR Prior Approved CPE from FOODCPE, she receives an email with information about accessing the CPE. The body of the email contains the FOODCPE logo. It also contains a logo for COMSUP, the company that provided commercial support to create the CPE.	Yes	Information about CDR Prior Approved CPE that does not contain educational content may include Provider and/or supporter logos.
4	FOODCPE includes disclosure information on the first slide of a CDR Prior Approved CPE presentation. FOODCPE discloses the use of commercial support received by COMSUP. The slide contains the COMSUP logo.	No	Disclosure must not include any marketing logos.
5	A learner completes a CDR Prior Approved CPE activity and receives a CDR CPEU Prior Approval CPE Certificate of Completion that includes the CDR and FOODCPE logos. The certificate is that which was uploaded	Yes	<p>CDR CPEU Prior Approval CPE Certificates of Completion for CDR Prior Approved CPE may contain CDR and CPE Provider logos.</p> <p>If a CPE Provider chooses to create a unique Certificate of Completion for a CDR Prior Approved CPE activity, the certificate of completion may not contain the CDR logo but may contain the CPE Provider logo.</p>

			<p>The unique Certificate of Completion will need to include:</p> <ul style="list-style-type: none"><li>• Participant name</li><li>• Registration number</li><li>• Provider code</li><li>• Activity title</li><li>• Activity number</li><li>• Date completed</li><li>• Number of CPEUs awarded</li><li>• Performance indicator(s)</li><li>• Provider signature</li><li>• QR code</li></ul>
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