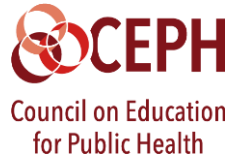


Policy on Use of the CEPH Logo

The Council on Education for Public Health is a not-for-profit corporation established in 1974. CEPH has adopted its official logo in the following formats:



The Council on Education for Public Health name (Serial number: 77688662; Reg. number: 3685993) and CEPH acronym (Serial number: 77688642; Reg. number: 3685992) were initially approved for the principal register by the United States Patent and Trademark Office on September 22, 2009 and renewed on October 11, 2019. The trademark as used by authorized educational institutions certifies that an educational institution, or a specific program of study offered by an educational institution, satisfies the accreditation criteria of the certifier (Ser. No. 78-964,369, Filed 8-30-2006).

The Board of Councilors has authorized the use of the CEPH logo under the following conditions designed to protect the public against confusion or deception:

- a. The logo must be used in its entirety and not modified in any way.
- b. The logo may be used only by the Council on Education for Public Health.
- c. The logo may NOT be used by applicant or accredited schools and programs.
- d. The logo may NOT be used by any other organizations without written permission from CEPH.
- e. Schools and programs whose names appear on CEPH's official list of accredited schools and programs of public health may use the CEPH seal.
 - i. The CEPH seal includes the logo and denotes the specific degree levels included in the unit of accreditation. A current list may be obtained on the CEPH website at www.ceph.org. It may be used only for the purpose of marketing a school or program's accreditation status.
 - ii. The CEPH seal must be obtained from CEPH. Second and third generations are not permitted for use. All variations of the CEPH seal are available in Attachment 1.
- f. The CEPH logo indicates a formal relationship with and representation of CEPH and may NOT be used by individuals, including individual Council members, on business cards, presentations, publications, media outlets, etc. without written permission from CEPH.
- g. CEPH may authorize other use of its logo which, in its sole judgment, serves the purpose for which CEPH was created. CEPH may enter into an agreement or contractual arrangement in which it may authorize specific uses of its logo.

- h. CEPH's logo may not be used under any circumstance other than those mentioned above, without CEPH's prior written approval and authorization, as provided by the Executive Director.

CEPH's website shall contain a notice indicating that the logo is not to be copied or used without prior written permission of the Executive Director.

Use of the logo shall be subject at all times to revocation and withdrawal by CEPH when, in its sole judgment, its continued use would not serve the best interests of CEPH.

To inquire about the use of the CEPH logo, call (202) 789-1050 or e-mail submissions@ceph.org.

Council on Education for Public Health
Adopted: February 19, 2006
Revised: March 14, 2008
Revised: February 18, 2021

