



Department of Medical Education University of Health Sciences, Lahore

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Date: 25.07.2019
UHS/CME-19/010

All CME/CPD/CDE Applicants.

Subject: PROPER USAGE OF UHS LOGO ON CME ACTIVITIES' PROMOTIONS

Sir/Madam

It has been observed that UHS LOGO is being inappropriately used on promotions of different CME activities without permission. The size of UHS logo, its placement and words such as "UHS Accredited" depicts as if the program is organized by UHS, whereas UHS is only providing CME/CPD Hours to the course providers.

All the CME/CDE/CPD providers are instructed that final poster of any program be provided to UHS at the time of submission of application and further directed to use either of the following UHS logo styles for promotions of CME activities in future to avoid any ambiguity.

1. LOGO with Disclaimer



CME/CPD Hours provided by UHS.
University of Health Sciences Lahore Pakistan (UHS) is an accredited
CME/CPD provider of Pakistan Medical & Dental Council (PM&DC)

UHS/01/CME/PM&DC

2. LOGO with Disclaimer mentioned below:



UHS/01/CME/PM&DC

CME/CPD Hours provided by UHS.
University of Health Sciences Lahore Pakistan (UHS) is an accredited
CME/CPD provider of Pakistan Medical & Dental Council (PM&DC)

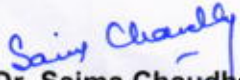
Note:


Policies regarding usage of UHS logo are mentioned below and must be followed:


- It should always be displayed in the colors mentioned above.
- It should always appear at the Left Lower Corner.
- It should not be displayed larger than the CME/CPD provider's logo to avoid greater prominence than the CME/CPD provider's logo on all advertisements/promotional and workshop materials
- It should not be published in conjunction with any statement or words like accreditation", or "accredited that may harm UHS's goodwill and credibility.
- It should only be published in conjunction with the authorized statement/disclaimer mentioned above.

Failing to comply with the above regulations will result in removal of the name of the provider from UHS CPD provider's list.

Regards


Dr. Saima Chaudhry
Department of Medical Education


Prof. Dr. Nadia Naseem
Convener, CME/CPD Committee


Vice Chancellor
University of Health Sciences, Lahore

UHS-3314
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