

WPA Member Logo Usage Guideline Policy



World Patients Alliance

1. Usage Guidelines for WPA Member Logo Use

WPA members are invited to display the WPA member logo to promote and highlight their membership with WPA. By displaying the WPA logo, your organization demonstrates its commitment to support WPA mission, vision, and principles, and its agreement to the logo usage policy displayed below.

2. Who can use the WPA Member Logo:

The 'World Patients Alliance Member Logo' is for use exclusively by current, approved and verified member organizations of the World Patients Alliance.

The WPA Member Logo may be used by WPA member organizations on their official website.

Any use of the WPA Member Logo on signage, reports, brochures, newsletters, social media, and other publicity or display materials requires submission of [application form](#).

Entities affiliated with the arms or tobacco industries—either directly or through representation, funding, or ownership—are strictly prohibited from using the WPA Member Logo.

3. WPA Member Logo Usage Guidelines:

The WPA Member Logo is a unique image, owned by WPA. The following usage guidelines must be followed and adhered to:

- It is prohibited to modify, alter or change the logo or add any artistic effects
- It is prohibited to display the logo in any other form than originally received: image may not be rotated, scaled, minimized, distorted, combined or animated in any way. The logo must be used in its entirety with no alterations in any way, except by written permission from WPA.
- It is prohibited to alter or change any of the colors of the logo. However, it is permitted to print the logo in black ink or its original colors
- The logo must always be at least 1 inch in width and height when displayed on screen or in print
- The logo may not be combined with any other design, graphic, text or other trademark including member organization name
- The WPA member logo may only be displayed on solid backgrounds unless approved by WPA, and the logo may not be displayed over an image unless approved by WPA
- The WPA logo may not be used in any manner that discredits or tarnishes WPA reputation or used in any manner that violates intellectual property rights of others, copyrights or trademarks

-The WPA logo may not be used in any manner that violates any law, regulation, or other public policy

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- Usage of the WPA logo does not give permission to assert any rights over any WPA logo or branding
- The WPA Member Logo may not be used in support of, or displayed upon any official documents or official disclosure documents e.g. contracts, proposals, applications or any documents used for/in conjunction with business development or relations. The WPA Member Logo may not be used for commercial purposes or fundraising unless otherwise expressed in writing by an authorized agent of WPA.
- The WPA Member Logo may not be used in any way to suggest that WPA endorses, is affiliated with, sponsors or approves of any organization, website, product or services.
- The WPA Member Logo may not be used to indicate anything other than membership. The WPA prohibits its member logo usage in connection with any opinions or commentary unless prior written permission is sought from an accredited WPA agent.
- The WPA reserves the right to (at any time) prohibit the use of the WPA Member Logo.
- Any unauthorized use for the WPA Member Logo is strictly prohibited.

The World Patients Alliance reserves the right to alter, modify, change or cancel the terms of the Member Logo policy without notice to the logo user. Each user is responsible for compliance with any updated or modified terms, so WPA recommends periodic review of this policy.

For any questions, please email office@worldpatientsalliance.org