

AASM Trademark Policy

The AASM logo is a trademark of the American Academy of Sleep Medicine (AASM). The AASM must ensure that its reputation as a leader in the sleep medicine field is not tarnished by the misuse of this trademark. In order to attain this goal, it is imperative that the AASM logo is used and represented only as detailed in this policy.



Use of any AASM logo other than the AASM Accredited Member Center Logo (pictured left) is strictly prohibited. This logo may be used by fully accredited member centers that have earned this right. You must be given permission to use the AASM Accredited Member Center Logo.

The AASM Accredited Member Center Logo will be referred to hereafter as the AASM logo.

If your center is a fully accredited member of the AASM, and you would like to use the AASM logo in promotional materials, please sign the attached agreement, confirming your consent to the guidelines detailed in this policy, and fax this document to the AASM at 630-737-9790. Upon verification of your accredited member status, you will receive an e-mail with an electronic copy of the AASM logo in .jpg and .eps formats. Procurement and/or use of the AASM logo in any other way is strictly prohibited.

Approved fully accredited center members are entitled to use the AASM logo according to the following guidelines:

1.) Authorized Use

- 1.1 The AASM logo may be used by active fully accredited center members of the AASM that have been granted permission to use the AASM logo through completion and approval of a signed AASM Accredited Member Center Logo Use Agreement only.
- 1.2 The AASM logo may be used on stationery, websites or other promotional material to promote that the facility is an accredited member center of the AASM.
- 1.3 Given the potential cost of producing signage and other permanent fixtures, centers that wish to include the AASM logo on such structures must submit a draft of the design to the AASM membership department for approval.

2.) Unauthorized Use

- 2.1 An accredited center that is not a member of the AASM may not use the AASM logo.

- 2.2 An accredited center member that is provisionally accredited may not use the AASM logo until they have reached full accreditation.
- 2.3 A center pending accreditation or membership may not use the AASM logo prior to being approved.
- 2.4 An individual member of the AASM may not use the AASM logo.
- 2.5 The AASM logo shall not be used in such a way as to imply that the AASM accepts responsibility for or endorses opinions of the user of the AASM logo.
- 2.6 The AASM logo shall not be used in such a way as to confuse or mislead a recipient into thinking a document, website, social networking profile or other promotional tool is from the AASM.
- 2.7 In the event that a center is affiliated with a company or organization, it must be made clear that the center, not the company or organization, is an accredited member center of the AASM.
- 2.8 In the event that a center/organization has more than one location, and not every location is a fully accredited center member, any document(s), website(s) or promotional material for that facility that display the AASM logo must make clear which location(s) are fully accredited members of the AASM.

Example: The sleep center below has listed its various locations on its website. However, only the location in Clark, Texas is a fully accredited member center. The other two locations are not fully accredited center members of the AASM. Therefore, the Bender and Jackson offices would not be allowed to use the AASM logo in conjunction with their locations. Under this situation, it must be made clear that only the Clark office is a fully accredited member of the AASM.



Unauthorized Placement

Texas Sleep Center
Our Locations

500 Blue Road Drive
Bender, TX 33333

250 Red Road Drive
Clark, TX 22222

750 Green Road Drive
Jackson, TX 44444

Authorized Placement

Texas Sleep Center
Our Locations

500 Blue Road Drive
Bender, TX 33333



250 Red Road Drive
Clark, TX 22222

750 Green Road Drive
Jackson, TX 44444

- 2.9 In the event of a temporary or permanent suspension of an accredited center member, the center shall immediately cease to publish and/or distribute all documents carrying the AASM logo. Any permanent fixtures or signs using the AASM logo must immediately be removed from public display and stored until the suspension is lifted by the AASM.
- 2.10 In the event of withdrawal or expiration of membership or accreditation with the AASM, by the AASM or voluntarily by the center, the center shall immediately cease to publish and/or distribute all documents carrying the AASM logo. Any permanent fixtures or signs using the AASM logo must immediately be removed from public display.

3.) Design Elements for Use

- 3.1 The AASM logo consists of three elements: a symbol, trademark symbol and the words “Accredited Member Center.” These elements must be used together and may not be separated or altered in any way.
- 3.2 The AASM logo shall be displayed at a size large enough that all three elements as described in 3.1 are large enough to read.
- 3.3 The AASM logo shall be displayed only in the appropriate designated colors: PMS 302 (or equivalent), black or white.
- 3.4 The original size of the AASM logo may be reduced or enlarged if necessary, provided that the original proportion between height and width (aspect ratio) is maintained.
- 3.5 To maintain a clear identification, the AASM logo should appear proportionally isolated from other graphic elements. The AASM logo should not be reproduced on a strongly patterned background that would diminish its authenticity. The AASM logo must not be obscured by intersection lines, rules, shadows, screens or other graphic features.

4.) General Terms

- 4.1 If it is found that any individual or organization is using the AASM logo, or any other version or likeness of this logo, in any way other than as stated in this policy, that person/organization is in violation of trademark law. A warning will be given if a violator is found misrepresenting themselves through use of the AASM logo. If the same violator continues to misrepresent themselves, they will risk losing their accreditation and/or membership status. Violators are also subject to a fine of \$1000 per offense.
- 4.2 Any request for AASM logo use varying from the above guidelines must be approved in writing by the AASM.

AASM Accredited Member Center Logo Use Agreement

If your center is a fully accredited member of the AASM, and you would like to use the AASM logo in promotional materials, please complete and sign this agreement, confirming your consent to the guidelines detailed in the AASM's Trademark Policy, and fax this document to the AASM at 630-737-9790. Upon verification of your full accredited member status, you will receive an e-mail with an electronic copy of the logo. Procurement and/or use of the AASM logo in any other way is expressly prohibited.

AASM Center Member Facility Name: _____

Facility Location (City and State): _____

AASM Center Member/Accreditation Number: _____

E-mail Address: _____
(please indicate the e-mail to which you would like the AASM Accredited Member Logo sent)

Signature below indicates complete acceptance to the guidelines and restrictions for use of the AASM logo detailed in the AASM's Trademark Policy.

Center Medical Director Printed Name: _____

Center Medical Director Signature: _____

Date: _____

If you have any questions regarding these guidelines or the overall use of the AASM logo, you may contact the AASM national office at 630-737-9700 or AASMmembership@asmnet.org.