

# Guidance and standard operating procedures on use of INCAM/ISCMR in advertising:

## A guide for SIGs and INCAM members

The Canadian Interdisciplinary Network for Complementary and Alternative Medicine Research (INCAM) community has achieved a reputation for excellence in its goals, activities and service objectives. It is essential that we maintain a recognizable, consistent and high quality visual identity as an ongoing affirmation of that level of excellence.

Under ISCMR, INCAM protects its visual identity through registration under the Canada Not for Profit Corporations Act. No person may use official marks identical to, or confusingly similar with, the official marks identified in this document without written approval from the Board of Directors (BoD) of INCAM.

### Permissions

For permission to use INCAM content in advertising, or marketing, presentations, or in the operations of an INCAM Special Interest Group (SIG), please submit a draft of the proposed content, and your plan for dissemination and audience to the INCAM Chair via email to [incam.info@iscmr.org](mailto:incam.info@iscmr.org). The INCAM BoD will provide a response to your submission within 2-weeks.

A request for permission to use the INCAM/ISCMR content can be made by any ISCMR/INCAM member, as well as non-members.

Once permission is obtained, an approved logo/and or directions on how to obtain the logo will be sent to you.

### INCAM and ISCMR Graphic Logos



*Canadian  
chapter of*



International Society for  
Complementary Medicine Research

### Guidelines for Using the Logo

- Do not integrate or combine the logo with other logos or graphic elements;
- Do not animate the logo;
- Do not print words or images over top of the logo or identifier;
- Do not use the logo or identifier to promote an event or service that is not officially sponsored or endorsed by ISCMR, or through one of its chapters INCAM, or Special Interest Groups (SIGs);
- Always use the master logo and identifier provided to you; do not alter the image or distort the relative horizontal and vertical dimensions;
- The positive image of the logo is the preferred use;
- Position the logo parallel to the top of the page or screen; do not rotate; or extend the image off the page or screen;
- When printing in grey scale, the logo and identifier are always positive.

**Recommended Font and Colour Palette** (please check [www.iscmr.org](http://www.iscmr.org) for consistency)

<b><i>ISCMR website</i></b>	<b><u>RGB</u></b>	<b><u>CMYK</u></b>
<b>bluish font</b>	89 132 143	70 37 37 5
<b>green bullet points</b>	181 225 101	33 0 78 0
<b>blue background</b>	100 145 157	65 32 33 2
<b>tabbed: gradient from</b>	89 132 143 to 35 82 94	70 37 37 5 to 89 56 49 29
<b>green leaves</b>	102 102 51	56 44 92 28
<b>globe grey</b>	160 163 130	35 24 51 8
<b>ISCMR banner</b>	206 163 52	17 32 93 4

*ISCMR font:* Lucida Bright

*ISCMR tagline font:* Myriad Pro

<b><i>INCAM logo</i></b>	<b><u>RGB</u></b>	<b><u>CMYK</u></b>
<b>red leaf &amp; line</b>	209 75 90	14 85 58 1
<b>logo letters</b>	31 66 73	87 59 55 43

*INCAM font:* Optima

## **Use of Photography/Images**

Photography used in communications should be as bold as the typography. Select images that are expressive, optimistic, inclusive, spontaneous and dynamic. As often as possible, use images that are profiled on the [www.iscmr.org](http://www.iscmr.org) website.

## **Copyright and Legal Issues**

As a general rule, copyrighted material such as photos and text may not be taken from one source and used in another without written permission from the owner of the material. INCAM members who produce websites, publications and other communications material on behalf of the Chapter are responsible for securing the appropriate approvals — including copyright — for all logos, images, artwork and text.

In turn, the logos, images, photos and text that appear in ISCMR/INCAM communications material may not be reproduced or expropriated in whole, in part, or in any other manner without written consent from ISCMR/INCAM.

## **Use of Titles, Designations, Affiliations and Contacts**

INCAM/ISCMR members who have a designation with that organization (e.g. SIG Chair, Secretary), are encouraged to appropriately recognize that position and use the generic email contact associated with that designation as opposed to personal emails. There must be a clear intention to promote and represent ISCMR/INCAM above personal recognition.

All titles, designations, and affiliations must be current and must comply with both regulatory and institutional permissions. In the event of a change in status, members are responsible for ensuring that the materials accurately reflect currency within a grace period of up to 2 months or request for direction from the INCAM Board of Directors if this is impractical or not feasible. Use of materials that does not accurately reflect current status beyond this time frame is not permitted.