



Use of SVS Member Logo

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Policy for Use of SVS Member Logo

The Society for Vascular Surgery® (SVS) designed a logo for members to use for individual business purposes. Members are not allowed to use the SVS logo because it is a registered trademark, and, as such, can be used only on official materials produced by SVS itself. The design is similar to the SVS logo and clearly distinguishes the user as a “Member.” SVS encourages members to use the logo on business materials signifying their professionalism and association with the Society. It can be printed on practice materials in accordance with the guidelines outlined below.

To obtain the digital and print version artwork for the member logo, please contact communications@vascularsociety.org

Guidelines for Use

A. Definition of Member

The logo may be used only by active, senior, international, and honorary members of SVS in good standing.

B. General Use

The logo is to be used only to indicate membership in the SVS. Only members in good standing may use the symbol on practice stationery, brochures relating to the member’s practice, practice forms, business cards, personalized labels or stickers, plaques, office buildings, office furniture, gifts for patients, in advertising and on websites.

C. Group Practice Use

In a group practice setting, the logo may be used on group practice materials (noted in section B) provided that the senior member of the group practice is an active member, or that 50 percent or more of group practice members are active members, and the remainder of the group practice members are applicants or candidates for membership. Applicants or candidates for membership in the group may not use the symbol in advertisements, on Web sites, or on any materials other than group practice materials as referenced in Section B.

When printing the logo on group practice materials that include both members and applicants and/or candidates, the members must be noted by placing an asterisk (*) outside border of the symbol in the upper right-hand corner, with a footnote at the bottom of the materials listed in Section B that says, "Members of the Society for Vascular Surgery include: (list member names)."

D. Multi-Specialty, Clinic, or University Setting Use

Members who are in a multi-specialty, clinic, or university setting, with divisions or sections of various surgical specialties, may use the symbol for their division or section, provided the senior member of the section is a member of SVS or 50 percent or more of the section members are members, and the remainder of the members are applicants or candidates for membership. In these cases, members may use the logo for their division or section on stationery and related items only by placing the symbol in proximity to the member names so as not to appear it is used for the entire group, and as described in these guidelines.

E. Integrity of the Symbol

The symbol may not be modified in any manner. No additional material or text may be placed immediately adjacent to or inside the logo. The integrity of the border and white background must be maintained.

F. Colors

There is never a need to reverse out the logo colors since all the elements of the logo are enclosed within the border rule.

G. Statement

Please note that it is the individual physician is the SVS member and not the group practice. The following statement is recommended for all uses where possible: "This symbol designates surgeons who are members of the Society for Vascular Surgery. Surgeons who display this symbol are dedicated to the highest standards of patient care and continuing development of professional skills and competence."

H. Placement of Symbol

All qualified users of the logo must take steps to ensure that it is not placed on any item or electronic communication in such a manner as to give the appearance that the brand is owned or controlled by any entity other than the SVS.

I. Disclaimer

SVS assumes no liability for any claims, actions, injuries, or legal expenses connected with or related to improper use of the licensed marks or the provision of any services carrying the SVS member as a result of granting permission to use the symbol and you agree to hold SVS harmless and indemnify SVS from any and all such claims, including costs of defending against same.

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J. Violation of These Guidelines

Should you, the member, violate any of the provisions of this agreement, SVS has the absolute right to withdraw permission to use the symbol immediately and you, the member, shall not be allowed to distribute any existing inventory or literature bearing the SVS member.