

## Use of Genentech Logo Guidelines

The Genentech Logo should never be used without a signed Logo License Agreement in place. Please contact IMED to obtain permission to use the Genentech logo and to begin the logo license agreement process. The logo license agreement should be between Genentech and the accredited provider. The sole valid purpose of Genentech logo use is to recognize the company as a supporter of the activity.

- **The Genentech logo can be used** ... on program materials and invitations for specific independent medical education events and enduring materials only, if a logo license agreement is in place.
- **The Genentech logo should never be used** ... on a grant requestor's external website, UNLESS it is in relation to a specific independent medical education activity, AND a logo license agreement is in place.
- **If permission to use the Genentech logo is not requested or is not granted** ... please recognize Genentech, using our name only, in accordance with the terms of the Letter of Agreement.
- Product or **brand** logos may not be used in conjunction with an independent medical education activity.