



## Guidelines for Appropriate Use of the *Script Your Future* Logo on Student-Created Materials

One of the key criteria for selecting the winner of the Adherence Team Challenge is successfully incorporating *Script Your Future* messaging and materials (as opposed to medication adherence more generally) into your outreach and describing these efforts in your final report.

To help get you started with your outreach activities, a limited number of pre-printed branded campaign materials – including wallet card medication lists, posters, and stickers – will be provided to all participating schools and colleges. Schools may print additional quantities at their expense. Electronic template materials – including a press release, PPT presentation, and web button - are also available for all participants to download and customize.

We encourage you to use the campaign resources provided and be creative in developing your own outreach materials. We do ask that you follow a few simple guidelines on appropriate use of the *Script Your Future* logo and messaging when creating your unique print or online materials:

- The **logo must be** accompanied, whenever possible and relevant, by key campaign messages about the serious health consequences of not taking medication as directed and the importance of talking with your pharmacist, doctor, or other healthcare professional about medication questions and concerns.
- The logo **must not** be accompanied by any medical claims about the efficacy of a specific treatment or cure for any disease or condition.
- The logo **must not** be used to imply *Script Your Future* endorsement of any product or company.
- The logo **must not** be used to imply *Script Your Future* endorsement or involvement in any activity outside of the Adherence Team Challenge.
- The logo **must** appear in high resolution, as downloaded from the [Student Pharmacist Adherence Challenge](#) Ning site (not copied from other materials).
- The logo **must** appear on a white background, and must not be stretched or distorted from its original shape.

- The logo **must** be accompanied (on the same page) by the campaign URL ([www.scriptyourfuture.org](http://www.scriptyourfuture.org)) and should be hyperlinked to the website whenever possible in electronic materials.

If you have any questions about appropriate use of the logo, if you are considering a large public display that uses the *Script Your Future* logo (such as an outdoor billboard or ad), or if you are interested in printing additional campaign materials, please contact Carol McKay at [carolm@nclnet.org](mailto:carolm@nclnet.org)

Your work on the Adherence Team Challenge is critical to the success of the *Script Your Future* campaign! By using campaign materials and creating your own materials that incorporate the *Script Your Future* messaging and logo, you help expand the reach of the campaign and ensure that many more consumers see and hear constant, vital information about the importance of taking medication as directed.