***[HOSPITAL NAME]***

**ADMINISTRATIVE POLICY**

CATEGORY: Public Relations **CODE: E-4**

SUBJECT: Use of the Hospital Name and Logo **EFFECTIVE:**

**COORDINATOR: Business Manager**

The name “*[Hospital Name]*” is the property of *[Hospital Name]*. Because of the unique mission of the Hospital and the recognition associated with the name, the use of the name “*[Hospital Name]*” must be protected. Therefore, the following policies apply:

1. The use of the name “*[Hospital Name]*” must be approved by the Hospital Board of Directors and the entity requesting use of the name will be required to enter into a legal agreement for the use.
2. The Business Manager will maintain a list of all entities which are using the name “*[Hospital Name]*” and the Board of Directors action authorizing the use of the name.
3. The approved logo design for the hospital is included below (include a copy of the approved logo designs). The use of the logo should be approved by the CEO and/or the Administrative Committee.

APPROVED: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_