

Purpose

The purpose of this policy is to establish clear guidelines for the use of the PTSF Accredited Trauma Center Badge and to protect the integrity of PTSF's brand and accreditation program. This badge signifies that a hospital is accredited by PTSF and the badge may be used in marketing, communications, and public-facing materials only in accordance with this policy.

1. Authorized Use

- A. The PTSF Accredited Trauma Center Badge may only be used by trauma centers that hold current PTSF accreditation.
- B. The badge may be displayed in marketing materials, websites, social media, signage, and other promotional or public-facing platforms.
- C. Badge use authorization begins upon accreditation cycle initiation and remains valid through the cycle end date.

2. Prohibited Use

- A. The badge may not be used by hospitals whose accreditation has expired, been suspended, withdrawn, revoked, or not accredited.
- B. Altering, modifying, or distorting the badge in any way is prohibited.
- C. The badge may not be used in any manner that misrepresents PTSF, its standards, or its endorsement.
- D. The badge may not be used for commercial purposes unrelated to the hospital's trauma center services without explicit written permission from PTSF.
- E. The badge may not be sublicensed or transferred to other organizations or entities.

3. Maintenance of Accreditation

- A. Continued use of the badge is contingent on maintaining active PTSF accreditation.
- B. Loss, suspension, or withdrawal of accreditation requires immediate cessation of badge use and removal from all materials.
 - i. Hospitals must remove or update any materials that reference the badge's validity period within 30 days of accreditation expiration or renewal.

4. Brand Guidelines

- A. Trauma Centers must use the official PTSF badge artwork provided by the PTSF. The badge may not be recreated, redrawn, or modified.
- B. The badge must be displayed clearly and legibly. It should not be sized so small that text becomes unreadable.
- C. The badge may be displayed in full color or black and white as needed for the medium.

5. Enforcement and Compliance

- A. PTSF reserves the right to monitor badge use and requires corrective action for any misuse.
 - B. Violations of this policy may result in revocation of badge use rights, legal action, or other remedies as deemed necessary by PTSF.
-

Original Date: 02/26/2026

Review Date:

Revise Date:

Amy Kempinski, MSN, RN, CEN, TCRN — President





WATERMARK



WATERMARK