



LOGO USAGE GUIDELINES

The Homecare Works! logo was developed by Medtrade management in cooperation with the American Association for Homecare with feedback from key HME industry advocates. The logo was designed to help unify the effectiveness of home healthcare and should be used as a way to brand a consistent message within the industry.

It is recommended for use by all segments of the industry in the following ways..

- On company letterhead
- Company Web sites
- Advertisements
- Promotional materials
- Press kits
- In official messages to Congress and other federal, state and local governmental leaders

The logo should be for legitimate reasons to advance the HME Industry only.

The logo is available in the following formats,

- PDF ~ 139 KB
- EPS ~ 355 KB
- JPEG ~ 42KB

Logo is available by contacting Medtrade Management at Kevin.gaffney@nielsen.com