

Brain Health At Work™ Participation and Use of Recognition Badge and Certificate Rules, Agreement and Revocation Rights (the “Use Rules”)

Participation and Use of Recognition

The Alzheimer’s Association reserves the right, in its sole discretion, to approve or deny participation in the Brain Health At Work™ program and to revoke participation at any time. Without limiting the generality of the foregoing, organizations whose business activities are inconsistent with the Alzheimer’s Association’s mission, values, or public health objectives may be denied or removed from participation.

Organizations may not use Brain Health At Work participation or recognition in a manner that implies or suggests any endorsement of the organization, its products, or its services by the Alzheimer’s Association. All uses by an organization of its Brain Health At Work recognition must strictly comply with these Rules. By participating in the Brain Health At Work, an organization is agreeing and acknowledging that the Alzheimer’s Association shall, at all times, have the absolute right to revoke the organization’s recognition in the event the Alzheimer’s Association determines that the organization’s use of such recognition has not strictly comply with these Rules.

By downloading, displaying or otherwise using a Brain Health At Work™ recognition badge or certificate, your organization knowingly and freely agrees to strictly comply with the following rules:

Badge and Certificate Use Rules

By downloading, displaying or otherwise using a Brain Health At Work™ recognition badge or certificate, your organization agrees to the following rules:

- 1. Use only the badge or certificate earned.** Your organization must use only the tier badge or certificate awarded for the applicable recognition year and may not, in any way, alter the tier designation or year.
- 2. No modification.** Your organization cannot, in any way, edit, recolor, stretch, animate, crop or remove elements from the badge or certificate. An organization may resize so long as proportions remain intact and the badge and certificate remain legible.
- 3. No endorsement.** The badge and certificate may only be used to indicate your organization’s participation or recognition status in the Brain Health At Work program. The badge and certificate may not be used in a manner that states, indicates, suggests or implies that the Alzheimer’s Association endorses your organization or any of its products or services.
- 4. No product placement.** The badge and certificate may not be placed on any product or placed on product- or service-specific webpages or marketing materials.
- 5. No sublicensing or transfer.** The badge and certificate may be used only by the recognized organization and may not be sold, licensed, transferred, assigned or provided to third parties for their use.
- 6. Appropriate context.** The organization agrees to use the badge with accurate program language and in accordance with these Rules, Agreements and Revocation Rights, including the usage examples provided herein. The organization must not use language that is inconsistent with or misleading as to the Brain Health At Work program.
- 7. Accuracy.** The organization agrees that the badge and certificate have been awarded based upon the information provided by it to the Alzheimer’s Association. Should any of the information provided be found to be inaccurate or incorrect or become so, the organization must (i) immediately notify the Alzheimer’s Association, (ii) provide updated or corrected information and (iii) suspend use of the badge and certificate pending the Alzheimer’s Association’s review of updated or corrected information.

Revocation and Removal

The Alzheimer’s Association reserves the absolute right to revoke your organization’s right to use the badge/ certificate at any time if these Badge Use Rules are not followed or if the badge is used in a misleading manner. Upon written notice of revocation, your organization must stop using the badge and remove it from all materials within 7 business days.

Acceptable Recognition Examples

Celebrate Your Achievement

By participating in the Brain Health At Work™ program, your organization has taken steps to support brain health and create a more brain-healthy workplace. That's something worth celebrating and sharing.

Subject to your strict compliance with the Rules, you may use the resources in your toolkit to display your badge and share your organization's achievement with employees, stakeholders, customers and the public. This material provides additional information on acceptable uses of your badge and certificate. This material is merely provided for context and is in no way intended to alter or modify the Rules, which shall govern and control all cases.

For questions, please contact BrainHealthAtWork@alz.org.

How to Use Your Badge

There are four different tiers of recognition badges. Each one represents the specific level of recognition an organization has achieved. Download the badge your organization earned directly from the toolkit sent to you. You may display your badge across multiple digital touchpoints to show your organization's commitment to brain health. As detailed in the Rules, your badge may never be used to state, indicate, suggest or imply endorsement of your organization or its product or services.



GOLD

Demonstrates highest standard of implementing brain health practices at the workplace.



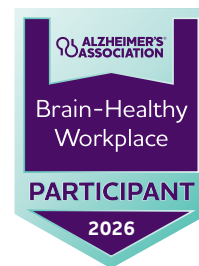
SILVER

Demonstrates leadership in implementing brain health practices at the workplace.



BRONZE

Demonstrates fundamental brain health practices at the workplace.



PARTICIPANT

Completed the assessment and took the first step toward a brain-healthy workplace.

Email Signature

Include the badge as part of your email signature. Hyperlink to program site.

Copy Example:

Proud participant of the Alzheimer's Association Brain Health At Work™ program.*

Email Signature Example:

Name | Title
Company Name
Company Website
P: 555-555-5555 M: 555-555-5555
Company Address



Proud participant of the Alzheimer's Association Brain Health At Work™ program.

www.alz.org/BrainHealthAtWork

Intranet

Feature the badge on your internal wellness or Human Resources pages. Upload the badge image as a web part, hyperlinked to your internal brain health resources.

Copy Example:

We are a Brain-Healthy Workplace. Explore our new tools and education modules here.

Achievement Unlocked: [Company Name] has earned the [Badge Tier] badge! We are proud participants of the Alzheimer's Association Brain Health At Work™ program.

Website

Display your badge on your organization's "About" or "Sustainability" pages. You can also display in the footer or "Partnerships" section.

Copy Example:

[Company Name] is recognized by the Alzheimer's Association as a Brain-Healthy Workplace.

[Company Name] is a proud participant of the Alzheimer's Association Brain Health At Work™ program and has achieved the [Badge Tier] badge for excellence in creating a brain-healthy workplace.

How to Use Your Badge (continued)

Social Media

Promote your recognition through social media channels, including LinkedIn. Use examples provided in the Brain Health At Work social media toolkit for ideas.

Social Post Example:



This example shows one way to feature the recognition badge in a dedicated social media post. Organizations may highlight the badge alongside their logo and custom messaging. Follow your organization's brand guidelines when selecting colors, imagery, and layout. Backgrounds may include photography or solid colors that align with your brand identity.

This example is provided for reference only and may be adapted for different social platforms.

Copy Example:

We're proud to be recognized as a Brain-Healthy Workplace by the Alzheimer's Association. Our participation in the Brain Health At Work™ program reflects our commitment to support the well-being of our employees. #BrainHealth #ENDALZ



Employee Recruitment Materials

Place the badge on various print or digital recruitment materials in the "Company Culture" or similar sections.

Copy Example:

Join a team who supports a brain-healthy workplace. We are a recognized Brain Health At Work™ participant.

We are proud to have earned the [Badge Tier] badge as a participant of the Alzheimer's Association Brain Health At Work™ program, proving our commitment to your well-being.

Job Postings

Include in the "Company Benefits" or "Culture" sections.

Copy Example:

Benefits of working here: We are a Brain Health At Work™ recognized employer, offering resources to support a brain-healthy workplace.

Join an organization who is leading the way to have a brain-healthy workplace. We've earned the [Badge Tier] badge from the Alzheimer's Association Brain Health At Work™ program.

How to Use Your Certificate

Your certificate is the official record of your achievement. It serves as a formal declaration of your commitment and success. It is best used for high-impact, permanent displays. Your organization is invited to retake the assessment annually to renew—and potentially improve—your recognition status. As detailed in the Rules, your badge may never be used to state, indicate, suggest or imply endorsement of your organization or its product or services.

Print and Display

Print on 8.5x11 cardstock and frame your certificate. Display the certificate in high-traffic areas within your organization's office.

