



AAPTE Branding Guidelines and Logo Usage Policy

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INTRODUCTION

The guidelines herein are defined to protect the integrity of the credentials of the Academy of Applied Personal Training Education (AAPTE) for its Certified Members and Affiliates to whom we are committed.

As appropriate, and in scope, as defined below, the AAPTE encourages use of the AAPTE Marks to promote certified professionals' credentials and achievements. AAPTE's Marks represent the AAPTE's recognized commitment and leadership to the fitness industry, its credentialed members and supporters.

Marks may be used without royalty or explicit permission as long as the policies and conditions provided in this document are met. Affiliates and other inquiries should continue to submit inquiries to the contacts listed below.

Please direct any inquiries regarding usage or abuse of any of AAPTE's Marks to its Branding Staff at contactus@aapte.org or 631-264-8096.

We thank you for your inquiry and continued support.

AAPTE's MARKS

The policies set forth cover use of identity marks, including logos, and text or graphic designations (Marks) of the AAPTE. These include, but are not limited to the following:

- The Academy of Applied Personal Training Education and all variants designating the organization, such as The Academy
- AAPTE and all variants, such as A.A.P.T.E.
- The AAPTE Credentials of Certified Personal Fitness Trainer-Health Fitness Instructor and all variants, such as AAPTE CPFT-HFI, AAPTE Certified Personal Trainer-Exercise Fitness Specialist CPT-EFS
- AAPTE graphic logos
- AAPTE web sites, including www.aapte.org

USE of MARKS

AAPTE Marks may only be used by an individual maintaining a *current active certification / credential (User)* with the AAPTE, ex: in good standing.

Marks cannot be used or affixed to any materials in any format in a manner that could cause an end consumer to conclude that the AAPTE is providing a specific endorsement such as, but not limited to a product, service, individual or company.

Permission is granted to Users to use the AAPTE Marks as defined in this document. Marks may be used on personal stationery or internet web sites. Any such usage is self-administered, and any cost associated with usage is the sole responsibility of the User and not the AAPTE.

The AAPTE permits, only as set forth below, the use of its Marks "as is" and makes no warranties, representations or statements, express or implied, with respect to these Marks. The Marks may not be used to disparage the AAPTE or its members. The AAPTE will not be responsible for any loss or damages of any kind whatsoever sustained by any party, however caused, in regards to use of the Marks. Use of the AAPTE's Marks is subject to and conditioned upon the User's acceptance of this Policy.

The AAPTE Marks must be used in a professional manner. The Marks may not be used in a manner that, in the sole discretion of the AAPTE: discredits the AAPTE or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or

mischaracterizes the relationship between the AAPTE and the User, including but not limited to any use of the Marks that might reasonably be construed as an endorsement, approval, sponsorship, or certification by the AAPTE of the User, the User's business or organization, or the User's products or services or that might be reasonably construed as support or encouragement to purchase or utilize the User's products or services.

LINKING to the AAPTE's WEBSITE

Users may use the Logo to denote an electronic link to the AAPTE website — www.aapte.org or its subpages. Links from web sites that, in AAPTE's sole discretion, could be construed as distasteful or offensive, obscene, defamatory, libelous, misleading, or which are being used for illegal purposes are not permitted. Any link established must transfer the viewer directly to the AAPTE's website, to enable viewing of the site as posted by the Society, without the imposition of any frames, browser windows or third-party content.

When using AAPTE Marks on websites or other electronic media, a link to www.aapte.org must be included with the Mark.

USE of MARKS on PRINT MATERIALS

Use of Marks on Business Cards, Brochures and Stationery may be used without permission by Users, defined above, without permission as long as all criteria have been met described in the sections above.

USE of MARKS in MEDIA

Use of the AAPTE's Marks in general circulation newspapers, magazines or media requires prior written approval of the AAPTE.

USE of MARKS in PRINT and ELECTRONIC MEDIA

Use of Marks on brochures, advertisements, exhibit displays, promotional documents and materials (collectively, "Materials") is solely to denote membership / active certification with the AAPTE by the User. Use must not indicate or suggest approval or endorsement by the AAPTE of the User, its services or products including, but not limited to print materials, products, services or other media in print or electronic formats.

OWNERSHIP of MARKS

Users of the AAPTE's Marks agree and acknowledge that the Marks are the sole and exclusive property of the AAPTE. Use of one or more of the Marks shall constitute consideration for, agreement to and acceptance of the following terms and conditions. Use of the Marks is permitted only pursuant to the terms and conditions. Any failure by a User of the Marks to comply with the terms and conditions may result in the immediate revocation of this authorization.

REFERENCING CREDENTIALS

The Academy of Applied Personal Training Education Certified professionals shall be referred to in one of the defined formats below, noting the specific capitalization, punctuation and spaces.

For written copy, use the full certification name to identify your qualifications. Please use the following:

- Academy of Applied Personal Training Education Certified Personal Fitness Trainer- Health Fitness Instructor
- AAPTE Certified Personal Fitness Trainer-Health Fitness Instructor
- AAPTE CPFT-HFI
- Academy of Applied Personal Training Education Certified Personal Fitness Trainer-Exercise Fitness Specialist
- AAPTE Certified Personal Fitness Trainer-Exercise Fitness Specialist
- AAPTE CPT-EFS

The full certification name is always preferred, however, in signature blocks or on business cards the following acronyms can be used:

- AAPTE CPFT-HFI
- AAPTE CPT-EFS

When using the AAPTE CPFT-HFI credential after a certificant's name, such as on a business card, a comma and space should precede the credential. ex: John Doe, AAPTE CPFT-HFI, John Doe, AAPTE CPT-EFS

Additionally, when using the AAPTE CPFT-HFI or AAPTE CPT-EFS credential in a sentence, a comma and space should also follow the credential. ex: John Doe, AAPTE CPFT-HFI, is a professional...

LOGO GUIDELINES and SPECIFICATIONS for USE

AAPTE provides logos for Users in JPG, PNG and EPS formats.

- AAPTE Marks such as artwork must be used in its entirety, and may not be altered in any way.
- The logo must always be displayed at a size large enough to read both the logo type and the registered trademark. This will vary based on the resolution of the medium it is being used in - but as a general rule the logo circle should be no smaller than 3/8" in height
- It is critical to maintain an open area surrounding the AAPTE logo so it remains recognizable and does not become lost in other page elements. Clear space is defined relative to the size of the logo, not as a border of a set distance. Spacing in the horizontal direction should be, at minimum, equal to the width of the "EX" in Excellence and in the vertical direction, at minimum, equal to the height of the letters in "EXCELLENCE"
- The AAPTE logos must have a solid background directly behind the logos and in the whitespace surrounding the logos, preferably white, but may be black using the logo scenarios below.
- When color is not available, use the single color version, black on white (preferred) on a white or light colored background or reversed white on black, only on a black background. Other color schemes are not appropriate or authorized usage of the AAPTE Marks.
- Users may proportionately scale/resize the Logos to suit their needs as defined in the logos sections below, but may not change color or design or alter the graphics in any way and may not combine with any other graphic. In every use, the integrity of the Logo must be preserved.
- When using AAPTE Marks on web sites or other electronic media, a link to <http://www.aapte.org> must be included with the Mark.

REPORTING INAPPROPRIATE USAGE

Individuals discovering inappropriate usage or abuses of Marks by individuals or organization shall contact the AAPTE to report these offenses. The AAPTE investigates reported offenses and reviews appropriate actions to help protect the integrity of its Marks and Users.

Contact our staff at <mailto:contactus@aapte.org> or 631-264-8096.