Accredited by ATMAE Logo Usage Guide

- **Issued by:** The Association of Technology, Management, and Applied Engineering
- **Applies to:** Institutions and programs granted ATMAE accreditation

I. PURPOSE OF THIS GUIDE

The "Accredited by ATMAE" logo signifies that a specific academic program has successfully met the accreditation standards of ATMAE.

This guide establishes requirements for:

- Proper logo usage
- Color specifications
- File formats
- Placement standards
- Digital and print applications
- Misuse prevention

The integrity of the ATMAE brand and accreditation mark must be preserved at all times.

II. THE "ACCREDITED BY ATMAE" LOGO

The "Accredited by ATMAE" logo is distinct from the ATMAE organizational logo.

It may only be used:

- By institutions with active ATMAE-accredited programs
- In reference to specific accredited programs
- During the approved accreditation term

The logo must not be recreated, altered, or modified in any way.

III. LOGO VARIATIONS

Full-Color Version (Preferred):

Use whenever possible in marketing materials, websites, and promotional items.

White Version:

Use when necessary, in marketing materials, websites, and promotional items with dark backgrounds.

Grayscale Version

Use for:

- Black-and-white printing
- Photocopies

Black Version

Use when:

- Only one-color printing is available
- Embroidery or promotional items require simplified artwork

IV. PROPER LOGO USE

The “Accredited by ATMAE” logo:

- Must remain intact with all elements displayed together
- Must not be separated into components
- Must not be stretched, compressed, skewed, or rotated
- Must not have colors altered
- Must not be placed inside shapes or frames that distort its appearance
- Must not be modified to include additional text

V. COLOR SPECIFICATIONS

The logo should follow official ATMAE brand colors.

Primary Colors:

Navy

- PMS: 648
- CMYK: 100 71 9 54
- RGB: 0 40 87
- Hex: #002857

Cyan

- PMS: 299
- CMYK: 86 8 0 0
- RGB: 0 161 222
- Hex: #00A1DE

VI. APPROPRIATE USAGE EXAMPLES

The logo may be used on:

- Program webpages
- University accreditation pages
- Recruitment materials
- Digital advertisements
- Press releases
- Social media graphics
- Email signatures (when referencing accredited programs)
- Brochures and catalogs
- Tradeshow displays
- Program-specific promotional items

VII. REQUIRED CONTEXT STATEMENT

When using the logo, institutions are strongly encouraged to include a clarifying statement such as:

“[Program Name] is accredited by the Association of Technology, Management, and Applied Engineering (ATMAE).”

The logo should not imply:

- Institutional accreditation
- Accreditation of non-approved programs
- Endorsement of the institution as a whole

VIII. LOGO DON’TS

Do NOT:

- Stretch or distort the logo
- Change colors
- Add drop shadows or special effects
- Place on visually cluttered backgrounds
- Use outdated logo versions
- Use the logo after accreditation expires
- Modify the wording to say “Approved by” or “Certified by”

IX. DIGITAL & SOCIAL MEDIA GUIDELINES

When used online:

- Link the logo to https://www.atmae.org
- Ensure the logo remains legible on mobile devices
- Maintain clear contrast between background and logo
- Social media captions should clearly reference the accredited program.

X. ACCREDITATION TERM & COMPLIANCE

Use of the “Accredited by ATMAE” logo is permitted only:

- During the official accreditation term
- For the specific accredited program(s) listed in ATMAE records

Institutions must immediately discontinue use if:

- Accreditation lapses
- Accreditation is withdrawn
- The accreditation term expires

Failure to comply may result in formal notice from ATMAE.

XI. QUESTIONS & APPROVALS

For questions regarding logo use, special applications, or co-branding situations, contact the Managing Director of Accreditation at accreditation@atmae.org.