

FOR EXCLUSIVE USE BY CERTIFIED MENTAL PERFORMANCE CONSULTANTS



CERTIFIED MENTAL PERFORMANCE CONSULTANT®

USAGE GUIDELINES FOR THE CERTIFICATION MARK
AND CMPC® LOGO

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I. USAGE OF THE CERTIFICATION MARK IN WRITTEN FORM

The CMPC® credential may only be used by individuals who have earned the CMPC designation as long as certification remains valid and in good standing. Individuals not previously certified may not use the CMPC credential until they have received specific written notification that they have successfully completed all requirements, including passing the exam. Certificants must comply with all recertification requirements to maintain use of the credential.

PROPER USE OF CREDENTIALS

After meeting all eligibility requirements and passing the examination, individuals may use their credential in all correspondence and professional relations.

The CMPC credential acronym can be used after the certificant's name following any academic degrees and licensure

(e.g. **Mary Smith, Ph.D., CMPC** or **Mary Smith, CMPC**). The registered trademark symbol ® is not needed when the CMPC acronym is listed after the certificant's name.

The full name of the credential – Certified Mental Performance Consultant® – can also be spelled out and utilized in one of the following two ways:

Certified Mental Performance Consultant®

–OR–

Certified Mental Performance Consultant® (CMPC)

For example:

Mary Smith, Ph.D.

Certified Mental Performance Consultant®

I. USAGE OF THE CERTIFICATION MARK IN WRITTEN FORM

AASP also permits the following usage of CMPC mark and AASP association name together where the line “administered by the Association for Applied Sport Psychology” appears underneath and 2 font points smaller than Certified Mental Performance Consultant® or CMPC and is also italicized.

John Smith
Certified Mental Performance Consultant®
administered by the Association for Applied Sport Psychology (AASP)

John Smith, Ph.D., CMPC
administered by the Association for Applied Sport Psychology (AASP)

Examples of incorrect usage of the credential, include:

Certified Mental Performance Consultant #613
(cannot use your certification number)

CMPC-AASP

**Certified Mental Performance Consultant – Association
for Applied Sport Psychology**

CC-AASP or Certified Consultant-AASP
(previous certification credential which has been sunsetted)

II. LOGO INTRODUCTION & GUIDELINES



The Certified Mental Performance Consultant® (CMPC) Logo is for use exclusively by certified CMPC® individuals. The Logo may only be used to publicize an individual’s certification as a CMPC. The CMPC Logo is the proprietary property of the Association for Applied Sport Psychology (AASP) and the use of said logo is defined by these guidelines.

PRIMARY LOGO

The CMPC Logo is an extension of the AASP brand and reflects the Association’s objective to promote the CMPC certification to a wide range of consumers. Therefore, proper and consistent use of the Logo builds visibility, brand equity and recognition for the Association.

II. LOGO INTRODUCTION & GUIDELINES

LOGO SIZE

The standard version of the primary CMPC Logo is approved for use down to one inch in width and may be enlarged to any size required (must retain original proportions). For uses smaller than one inch, please use the provided small version which adjusts the sizing of the ® mark to keep it from appearing too small. The Logo must never be used at a width smaller than 5/8-inch (0.625).

LOGO CLEAR SPACE

Ensure adequate clear space around the Logo (i.e. a zone where no other type, art, or design elements may appear) to allow for maximum impact and breathability.

Maintain a clear area around all four sides of the CMPC Logo equal to X, where X is roughly the width of the inner blue ring.

CMPC Standard Version



CMPC Small Version (® resized)



II. LOGO INTRODUCTION & GUIDELINES


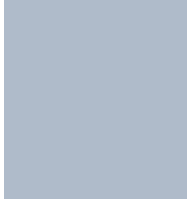
COLOR PALETTE

The colors of the CMPC Logo must never be changed. Only use specified colors when producing materials with the CMPC Logo. The logo is to be reproduced in full-color process CMYK (preferred) or in 2-color spot on a white background. Black-and-white or grayscale is only acceptable for limited use on one-color materials such as newspaper advertising or forms. Detailed color specifications are shown at right.

REVERSALS

When placing the CMPC Logo on an approved dark background (e.g. Pantone 661 or CMYK equivalent), take care to only use a reversed version of the Logo else the registration mark (®) may become obscured or lost.



	
Pantone 661	Pantone 537
CMYK 100 69 0 15	CMYK 26 15 8 8
RGB 0 70 144	RGB 179 191 204
HTML #004690	HTML #B3BFCC

CMPC Reversed Version (® recolored)



Registration mark
color altered

III. PREFERRED LOGO FILE USAGE CHART

The following chart is intended to help identify the best CMPC Logo file for use in each specific marketing situation. This is neither an exhaustive list nor a hard-fast rule book and should be viewed simply as a set of helpful guidelines for laying out materials.

Intended Use	Recommended Width	Folder	Filename
Business Cards <i>(printed in 4-color process)</i>	0.625" to 0.99"	Small Version	CMPC_logo_cmyk_small.pdf
Business Cards <i>(printed in 2-color spot)</i>	0.625" to 0.99"	Small Version	CMPC_logo_2c-spot_small.pdf
Flyer <i>(printed in 4-color process)</i>	1" to 2"	Standard Version	CMPC_logo_cmyk.pdf
Newsprint Ad <i>(printed in grayscale)</i>	0.625" to 0.99"	Small Version	CMPC_logo_grayscale_small.pdf
Email Signature	150px	Small Version › Screen & Web › Transparent Background	CMPC_logo_rgb_small.png
Website	100px – 150px	Small Version › Screen & Web › Transparent Background	CMPC_logo_rgb_small.png
	151px – 400px	Standard Version › Screen & Web › Transparent Background	CMPC_logo_rgb.png
Social Media <i>(Facebook, Twitter, LinkedIn, Instagram post)</i>	300px – 800px	Standard Version › Screen & Web › Opaque Background	CMPC_logo_rgb.jpg
PowerPoint/Keynote Presentation	300px – 800px	Standard Version › Screen & Web › Transparent Background	CMPC_logo_rgb.png
		Standard Version › Screen & Web › Opaque Background	CMPC_logo_rgb.jpg

Special Situations	Folder	Filename
Reversed Logo on Dark Background <i>(brand color preferred)</i>	Small –OR– Standard Version › Reversals	[Filename] with “_rev” extension

IV. IMPROPER USE OF THE CMPC LOGO

It is imperative to preserve the integrity of the CMPC brand by never displaying the CMPC Logo as shown in the examples below.

EXAMPLES OF INCORRECT USES OF THE LOGO



DO NOT change the color



DO NOT add wording to the Logo



DO NOT use without the AASP designation in the center of the Logo



DO NOT use without the registration mark ®



DO NOT fail to use a reversed version over a dark background



DO NOT stretch or condense the Logo



DO NOT add drop shadows or effects to the Logo



DO NOT attempt to recreate any part of the Logo yourself

IV. IMPROPER USE OF THE CMPC LOGO

EXAMPLES OF INCORRECT USES OF THE LOGO



DO NOT display the logo over a complex or highly-detailed image



DO NOT display the logo over a color not found in the CMPC color palette or a background with insufficient contrast with the outer border and registration mark ®

- A. It is not permissible to insert any other words or phrases onto or into the Logo.
- B. It is prohibited to create additional logos (for groups or programs) as they will dilute and fragment the brand image and identity.
- C. Individual CMPC certificants, partner organizations, or vendors may not use the Logo on merchandise including clothing, food items and water bottles.

If you are aware of the CMPC Logo being used inappropriately or for purposes other than those outlined here, please report the activity to AASP at certification@appliedsportpsych.org or (317) 205-9225.

V. TERMS OF USE OF THE CMPC LOGO

Please read the terms and conditions below before downloading the Logo via the link on the last page of this document. Full compliance with these terms and conditions is a requirement to use the CMPC Logo.

CMPC certificants agree to the following terms and conditions for the use of the CMPC Logo.

- A.** All rights, title and interest in and to the CMPC Logo is owned by AASP. The CMPC Logo may not be used by any non-certified persons. You must be able to show proof of your CMPC credential to retain license for full usage of the Logo.
- B.** The CMPC Logo may be used to indicate your CMPC certification through the Association. It may be used on websites, social media, brochures, and other publicity or display materials.
- C.** The Logo may not be altered, modified or obscured in any way.
- D.** The Logo must be used without disturbing or distorting the proportions or otherwise altering the impression they create.
- E.** If used on a website or on social media, the Logo should be linked only to the CMPC certification page on the AASP website. You may not use it to link to other pages on your website or any other websites.
- F.** The Logo may not be used to indicate any kind of endorsement by AASP of an individual member's professional consulting services or to show any kind of relationship with AASP aside from those described above.
- G.** The Logo may not be used on official documents such as consulting agreements or contracts or official disclosure documents provided to potential clients/consumers.
- H.** The Logo may not be used on any website that is in violation of any applicable laws or governmental regulations.
- I.** The AASP reserves the right to disallow any use of the CMPC Logo and to amend these terms and conditions in its sole discretion.
- J.** Any unauthorized use of the CMPC Logo may result in legal action.

VI. EXPIRATION OR TERMINATION OF CMPC STATUS

Only CMPC-certified individuals are permitted continued use of the CMPC Logo for as long as their certification remains valid. At such time a certification expires or is terminated, the individual must remove the CMPC Logo from its website and all other materials. Continued use of the CMPC Logo will be considered an infringement on the CMPC trademark.

VII. AASP USAGE OF THE LOGO

The CMPC Logo is the property of AASP and the CMPC Certification Council. Both bodies retain the right to use the Logo as they deem fit to market the CMPC Certification Program.

VIII. QUESTIONS

If you have any questions about any of the conditions listed above, please email certification@appliedsportpsych.org.

[DOWNLOAD THE CMPC LOGO FILES](#)