AMERICAN ACADEMY OF MEDICAL ACUPUNCTURE®
CERTIFICATION MARK GUIDELINES

The certification mark is a key factor in building the Academy’s identity as well as the identities of highly qualified medical acupuncturists. In addition to the qualifications of users of the mark—1) full members in good standing of the AAMA, and 2) current designees of the American Board of Medical Acupuncture (DABMA)—these guidelines describe appropriate use of the certification mark on letterheads, business cards, publicity, and other promotional materials.

Type Styles

Following are the three approved type styles. They may be used in either regular or bold depending on the application, e.g. letterhead, business card, brochure, etc.

Here are the approved type styles in various sizes for comparison.

**Georgia 20 pt bold. This is on the logo**
Georgia 14 pt regular
Georgia 12 pt regular (A good body type as well.)
Paper Colors

Paper colors should be limited to White, Cream or Grey.

Ink Colors

Following are several ink color choices. They are standard colors from Microsoft Word 2003.

Brown
Dark Blue
80 Percent Grey
50 Percent Grey
Dark Red
Green
Black

These should be appropriately used with the paper color. The certification mark itself, the logo, can be reproduced in the approved colors as well.