



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.)

Times New Roman 20 pt bold

Times New Roman 16 pt bold

Times New Roman 14 pt regular

Times New Roman 10 pt regular (Also a good body type)

Verdana 20 pt bold

Verdana 16 pt regular

Verdana 14 pt regular

Verdana 12 pt regular

Verdana 12 pt bold

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.