

CERTIFIED PRACTISING MARKETER IMPRIMATUR

USAGE GUIDE



CERTIFIED PRACTISING MARKETER

As a **Certified Practising Marketer** you are entitled to use the letters 'CPM' after your name to identify you as a practising marketer of professional standing and one who is able to demonstrate a high level of knowledge, proficiency and ethics in marketing.

We are proud of the CPM logo as it defines the identity of practising marketers and will become highly visible in the market place. We seek your assistance in working with us, to maintain a consistent and high quality appearance in all applications. It is important to appreciate that our logo is our corporate signature and like any signature, we are conscious of where it appears and how it is used.

To ensure the correct usage of the logo and to preserve the image and positioning of the CPM imprimatur, use of the logo is permitted as follows:

- 1 CPM certification is granted to the individual; not the corporation, firm or organisation.
- 2 The protocol for using the CPM imprimatur in conjunction with educational qualifications and AMI membership category should be as follows:
 - a) Educational Qualification
 - b) AMI Membership Category
 - c) CPM

Eg: John Citizen B.A. (Eco) Grad Dip Mktg, AFAMI CPM
- 3 Corporate use of the CPM logo: as CPM is only awarded to the individual and not to the corporation, public display and/or signage of CPM must clearly indicate that the certification is of the individual rather than the firm. Such display and/or signage shall not mislead the public into believing otherwise.
- 4 Electronic copies of the CPM logo may be obtained from the Institute. Reproduction of the CPM logo as shown on the copy must always remain intact. That is, the design must not be separated from the tag-line.
- 5 CPM logo may be used in the following colours:
 - Colour logo (AMI Blue and CPM Green)
 - Black logo



CPM Colour - Horizontal Alignment



CPM Colour - Vertical Alignment



CPM Black - Horizontal Alignment



CPM Black - Vertical Alignment

For access to the CPM logo for both print and website usage, please contact Membership Services for a copy of the CPM logo in an appropriate format.

Email: membership@ami.org.au

Tel: 1300 737 445

Fax: 1300 131 468

Mail: Australian Marketing Institute
Membership Services

GPO Box 5295 Sydney NSW 2001

Website: www.ami.org.au

This guide is supplied for your information and reference to outline the correct use of the Certified Practising Marketer (CPM) logo.

