



# The ASHA Logo: A Guide for Members

The ASHA logo (or signature) is trademarked. It may be used in the approved format by individual ASHA members to promote their ASHA certification credential, as well as to identify the Association and its various programs, publications, and services.

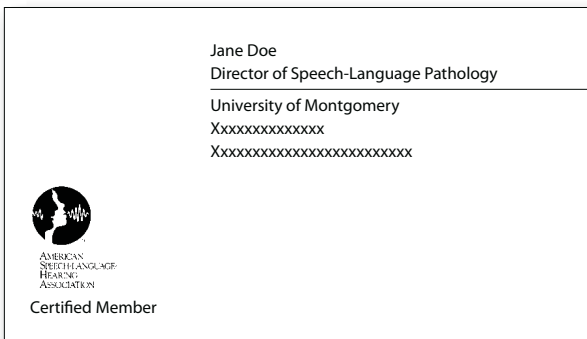
ASHA encourages each certified member to use the approved format of the logo with the words "Certified Member" to promote their ASHA certification on business cards, stationery, Web sites, and other appropriate venues. The approved format for this use is available here for downloading.

## Guidelines for use

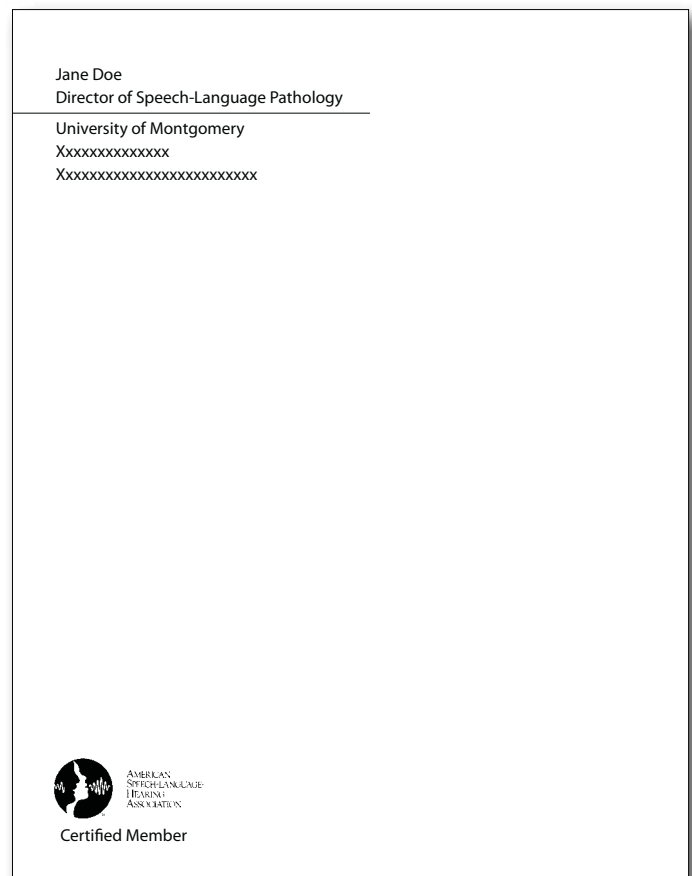
Below are examples of how individuals may use the logo to indicate certification by ASHA. For such use, the logo must always be printed in black. ASHA also encourages members to indicate their area of certification after their name. The correct formats are: CCC-A and CCC-SLP.

If you have questions about appropriate use of the logo, please check with [permissions@asha.org](mailto:permissions@asha.org).

Sample business card showing ASHA certification



Sample letterhead for private practice showing ASHA certification



Sample layout for member brochure/Web page layout

