

# The ASHA Special Interest Group Logo: A Guide for ASHA SIG Affiliates



The ASHA Special Interest Groups' (SIGs') insignias are used with ASHA's logo, which is trademarked. They may be used in the approved format by individual certified ASHA members who are SIG affiliates to promote their affiliation in one or more Special Interest Groups and ASHA certification credential, as well as to identify the Association and its various programs, publications, and services.

ASHA encourages each certified member who is a SIG affiliate to use the approved format of the logo and insignia with the words "Certified Member" to promote their ASHA credential and affiliation on business cards, stationery, websites, and other appropriate venues. The approved format for this use is available here for downloading.

SIG affiliation is available to certified ASHA members who are interested in the SIG topic area(s); affiliation does **not** constitute verification of subject-matter expertise.

## Guidelines for Use

Below are examples of how individuals may use the logo to indicate SIG affiliation and certification by ASHA. For such use, the logo with insignia must always be printed in black.

ASHA also encourages members to indicate the area of certification after the name. The correct formats are CCC-A and CCC-SLP.

- SIG insignias **MUST** be used with the ASHA logo, as the SIGs are part of ASHA.
- SIG insignias may be used **ONLY** if ASHA membership and SIG affiliation are current.

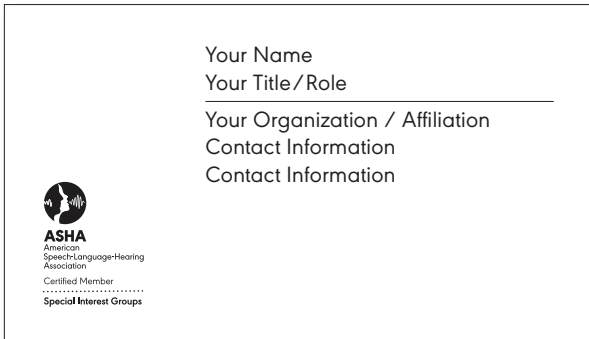
If you have questions about appropriate use of the ASHA logo with SIG insignia, please check with [permissions@asha.org](mailto:permissions@asha.org).

For information on the use of the ASHA logo with SIG insignia, click here:

[www.asha.org/SIG/ASHA-Special-Interest-Group-Logo/](http://www.asha.org/SIG/ASHA-Special-Interest-Group-Logo/)

Below are **examples** of how individuals may use the ASHA logo with SIG insignias:

Sample business card



Sample letterhead



Sample layout for brochure/Web page layout

