



# Accredited Training Provider

## GUIDELINES FOR USE OF THE ACCREDITED TRAINING PROVIDER LOGO

The Accredited Training Provider logo may only be used by ASE-accredited training providers in good standing.

### Uses

- The logo may be used by the training provider to identify themselves as an ASE-accredited training provider (e.g., brochures, course catalogs, press releases, etc.).
- The logo may be used on student course completion certificates for only those courses designated by the training provider as continuing automotive service education activities.
- The logo may *not* be used in a manner that implies that the course materials or the instructors themselves are certified or accredited.
- When training materials of an accredited training provider are sold, or repurposed for use by another non-accredited training provider, the logo should be removed from the material, or presented in a manner that accurately identifies the accredited training provider.

### Image Quality

- The logo may be reproduced in any reasonable size as long as the exact proportions are maintained and the incorporated text remains legible.
- The area of the logo (image area) may not be altered by addition or layering of images, text, or any element whatsoever, so as to alter the appearance of the logo.
- When the logo is printed in color, the ASE Blue Seal is PMS 300.
- When the logo is displayed electronically, the logo colors shall not be changed from their original digital values. Since the calibration of color monitors varies, the colors shall be restricted to the electronic values of Hex #0066CC (Blue), Hex #000000 (Black).

If you have further questions about the proper use of the ASE Accredited Training Provider logo or want to report an instance of logo abuse, contact ASE at 703-669-6600 or send e-mail to [logoabuse@ase.com](mailto:logoabuse@ase.com).