GAQC Member Logos and Logo Usage Guidelines

1. What are the different logos the AICPA makes available for members to use?
We are committed to helping you promote the CPA profession and increase the visibility of your designation(s) and specialized expertise among current and potential clients, employers, accounting students and the general public. That's why we offer member logos for your use. These include the CPA logo and the Governmental Audit Quality Center member logo. Before using the appropriate AICPA membership logo, make sure the usage complies with your state board requirements.

2. Who may use the CPA logo?
The CPA logo should only be used by those who under their state laws/rules are authorized to use the designation "CPA." This logo is available to CPAs who are members of the AICPA, as well as non-members.

3. Who may use the Governmental Audit Quality Center logo?

The Governmental Audit Quality Center logo should only be used by GAQC members in good standing. If your AICPA GAQC membership is terminated, you will no longer be eligible to use the GAQC logo.

The use of the GAQC logo on letterhead, business cards, and other marketing materials is governed by the rules of the board of accountancy in the state(s) in which you practice, so be sure to check those guidelines, too.

4. Where can I use the GAQC logo?

The GAQC logo may be used in a number of different ways. Before implementing any of the marketing ideas listed below, please carefully read the GAQC logo usage guidelines noted above to ensure proper usage of the GAQC logo.

- Include it on your web site.
- Include the GAQC logo along with information about the Center in your marketing brochures.
- Include the GAQC logo on your firm's business cards.
- Include information about the GAQC firm membership in your professional biography.
- Add the GAQC logo to your fax cover sheets.
- If appropriate, incorporate the GAQC logo into your corporate stationery.
- Use the GAQC logo and information about your membership in the Center in your proposals in accordance with the GAQC usage guidelines noted above.
- Include the GAQC logo in your PowerPoint presentations. In addition, to your company logo, you can incorporate the GAQC logo on the master slide and have the logo appear on all slides.
- Make sure to include the announcement of your GAQC membership and the GAQC logo in your company newsletter, if you have one.
- Include the logo on any Center membership announcements that you send out to clients, prospects, and contacts.

8. Can I redraw or recreate these logos or change colors?
No. The logos must be used as they have been created and may not be redrawn or recreated, but may be reduced in size. When reducing it in size, always ensure the logo remains legible.

9. Is there a minimum print size for the logo?
Yes. To ensure the legibility of the logos, the minimum recommended print size is .625 inches high. If it is reduced further, be sure it remains legible.

10. Are there restrictions on where the logos may be placed on stationery and business cards?
No. You may place the desired logo anywhere you prefer. However, be sure to keep a globe's distance clear space around the mark.

11. May I run the logo in any color?
No. There are three color options for the CPA logo and AICPA membership logos: gradient purple, black or white (knockout to background).

12. Where can I get the logos?
The Governmental Audit Quality Center logos are available on the [Governmental Audit Quality Center webpage](#).

GAQC Member Logo Formats

Each logo is available in a hi-res format (eps) for use in high quality printing or jpeg/png for Word documents, PowerPoint presentations, online, etc.