



ACFE®

Association of Certified Fraud Examiners

Brand Guidelines

Using the ACFE Brand:
A Comprehensive Guide for Associate Members
and Certified Fraud Examiners

TABLE OF CONTENTS

Our Mission.....	3
What Our Brand Means to You	4
Communicating the ACFE Brand	5
ACFE Logo Rules for Members in the U.S. and Canada	6
The ACFE Member Logo Rules for International Members	12
The ACFE Seal for Certified Fraud Examiners.....	18
Visual Examples.....	25
Trademark Guidelines.....	32

OUR MISSION

The mission of the Association of Certified Fraud Examiners is to reduce the incidence of fraud and white-collar crime, and to assist the membership in its detection and deterrence. To accomplish our mission, the ACFE:

- Provides bona fide qualifications for Certified Fraud Examiners through administration of the CFE Exam
- Sets high standards for admission, including demonstrated competence through mandatory Continuing Professional Education
- Requires Certified Fraud Examiners to adhere to a strict code of professional conduct and ethics
- Serves as the international representative for Certified Fraud Examiners to business, government and academic institutions
- Provides leadership to inspire public confidence in the integrity, objectivity and professionalism of Certified Fraud Examiners

“

A brand is not a product or a feeling. It’s the sum of all the experiences you have with a company.”

— AMIR KASSAEI

The ACFE brand is more than using correct logos, fonts and colors. It is a cohesive identity that represents our commitment to the anti-fraud profession and our members. A strong and consistent brand image gives those we serve confidence in our professionalism and the ability to provide the best service and value possible.

The ACFE brand is used by ACFE employees as well as members across the globe. Thanks to the efforts of the ACFE staff and thousands of dedicated anti-fraud professionals, the ACFE brand is associated with credibility, integrity and professionalism. Following these guidelines will help ensure that the ACFE continues to have these positive associations and that members get the most value from their membership.

Please feel free to engage in the conversation about our brand. Our identity reaches across several platforms - including social media, magazines, letters, signs, books and beyond. Our brand is ever-evolving, and everyone is invited to participate in our continuing brand development.

**WHAT OUR
BRAND MEANS
TO YOU**

COMMUNICATING THE ACFE BRAND

Communicating the ACFE Brand

This guidebook was designed to help you promote yourself and your affiliation with the ACFE. Inside, you will find information on which logos to use, technical guidelines for how to use them, and pointers to templates and examples.

Please note: it is important for all ACFE members to adhere to these guidelines. Thanks to the efforts of thousands of dedicated anti-fraud professionals, the ACFE brand is associated with credibility, integrity and professionalism. Following these guidelines will help ensure that the ACFE continues to have these positive associations and that you get the most value from your ACFE membership.

We ask that you follow these standards precisely. If you have any questions about these brand standards or how a logo should be used in a particular application, contact us and we will be happy to assist you.

Legal Disclaimer

Use of any ACFE Brand is subject to the guidelines set forth in this Brand Guidebook and the ACFE Trademark Usage Guidelines located at the end of this document. The ACFE reserves the right to review any work produced using ACFE artwork and may at any time require such artwork to be revised or removed at the cost of the individual or company responsible.

Please direct any questions regarding the usage of the ACFE brand identities to:

Lauren Marshall
Senior Design Manager
lmmarshall@acfe.com

ACFE Logo Rules for Members in the U.S. and Canada

The ACFE Member Logo

Promote ACFE membership by using the ACFE Member Logo. Displaying the ACFE Member Logo communicates dedication to the ACFE's Code of Ethics and global fight against fraud. Current ACFE members who are in good standing can download the ACFE Member Logo by logging into their ACFE account or by clicking the links on page 8 in this document.

ACFE members can use the ACFE Member Logo in a variety of ways:

- On business cards or letterheads
- Displayed within an email signature
- Placed on a company bio page or personal website
- On Facebook, LinkedIn or Twitter

ACFE members agree to the following usage terms and conditions:

- The ACFE Member Logo may only be used by members in good standing. Suspended or expired members are not allowed to use the ACFE Member Logo. To check your membership status, please [log in](#) to your ACFE account on our website.
- The ACFE Member Logo may be used by a school, company or organization only when they employ at least one ACFE member in good standing on a full-time basis. The logo may be used on websites, signage, stationery, business cards, letterheads, brochures and other promotional or display materials.
- When displaying the ACFE Member Logo on a website, the graphic should link to the ACFE home page at [ACFE.com](#). You may not use it to link to other pages on your website or any other websites.
- The ACFE Member Logo may not be used to indicate any kind of endorsement by the ACFE; or suggest that ACFE is the source of the goods or services that you offer; or to imply any kind of relationship with the ACFE aside from those expressly permitted.
- The ACFE Member Logo may not be used on documents such as contracts, certificates, reports, client communications or official disclosure documents provided to a potential or actual client or any purchasers of services or products.
- The ACFE Member Logo may not be used in connection with any disparaging statements about the ACFE or its products, or statements that otherwise reflect poorly on the ACFE.

**THE ACFE
MEMBER LOGO**

FULL COLOR



Association of Certified Fraud Examiners

ASSOCIATE MEMBER

REVERSED



Association of Certified Fraud Examiners

ASSOCIATE MEMBER

PRIMARY LOGO

The ACFE logo takes two important elements from the ACFE seal: the torch and open book. The torch lights the way to an open book, which represents the body of knowledge in fraud detection and deterrence.

APPLICATION

Use this logo whenever possible. It should be used in applications like business cards, apparel, websites and social media.

[DOWNLOAD LOGOS](#)



CLEAR SPACE

The ACFE logo is a valuable asset that must always appear in an uncluttered space, free of any text, graphic elements, shapes and strong background patterns.

The minimum clear space surrounding the logo must always be at least 1/4".

<div>ACFE NAVY PANTONE</div> <div><div>Association of Certified Fraud Examiners</div><div>ASSOCIATE MEMBER</div></div>	<div>ACFE GOLD PANTONE</div> <div><div>Association of Certified Fraud Examiners</div><div>ASSOCIATE MEMBER</div></div>
<div>WHITE</div> <div><div>Association of Certified Fraud Examiners</div><div>ASSOCIATE MEMBER</div></div>	<div>BLACK</div> <div><div>Association of Certified Fraud Examiners</div><div>ASSOCIATE MEMBER</div></div>

SPECIAL USE

On rare occasions, you may need one-color logos. These are approved variations of the ACFE logo.



MISUSE

Our logo is proprietary. It has been thoughtfully created. Do not change or distort the logo in any way. Never recreate any elements, and always use approved artwork. Improper usage or editing proportions diminish the brand's recognition and credibility. Consistency and legibility is key.

Do not modify, misinterpret or mistreat the logo.

- A. Do not rotate the logo.
- B. Do not place the full color logo on a busy background.
- C. Do not place the logo on a background with insufficient contrast.
- D. Do not condense the logo.
- E. Do not use unapproved colors.
- F. Do not remove the ACFE name line.
- G. Do not remove the torch.
- H. Do not remove the ® or ™

The ACFE Member Logo Rules for International Members

THE ACFE MEMBER LOGO

The ACFE Member Logo

Promote ACFE membership by using the ACFE Member Logo. Displaying the ACFE Member Logo communicates dedication to the ACFE's Code of Ethics and global fight against fraud. Current ACFE members who are in good standing can download the ACFE Member Logo by logging in to their ACFE account or by clicking the links on page 14 in this document.

ACFE members can use the ACFE Member Logo in a variety of ways:

- On business cards or letterheads
- Displayed within an email signature
- Placed on a company bio page or personal website
- On Facebook, LinkedIn or Twitter

ACFE members agree to the following usage terms and conditions:

- The ACFE Member Logo may only be used by members in good standing. Suspended or expired members are not allowed to use the ACFE Member Logo. To check your membership status, please [log in](#) to your ACFE account on our website.
- The ACFE Member Logo may be used by a school, company or organization only when they employ at least one ACFE member in good standing on a full-time basis. The logo may be used on websites, signage, stationery, business cards, letterheads, brochures and other promotional or display materials.
- When displaying the ACFE Member Logo on a website, the graphic should link to the ACFE home page at [ACFE.com](#). You may not use it to link to other pages on your website or any other websites.
- The ACFE Member Logo may not be used to indicate any kind of endorsement by the ACFE; or suggest that ACFE is the source of the goods or services that you offer; or to imply any kind of relationship with the ACFE aside from those expressly permitted.
- The ACFE Member Logo may not be used on documents such as contracts, certificates, reports, client communications or official disclosure documents provided to a potential or actual client or any purchasers of services or products.
- The ACFE Member Logo may not be used in connection with any disparaging statements about the ACFE or its products, or statements that otherwise reflect poorly on the ACFE.

PRIMARY LOGO

The ACFE logo takes two important elements from the ACFE seal: the torch and open book. The torch lights the way to an open book, which represents the body of knowledge in fraud detection and deterrence.

APPLICATION

Use this logo whenever possible. It should be used in applications like business cards, apparel, websites and social media.

FULL COLOR



Association of Certified Fraud Examiners

ASSOCIATE MEMBER

REVERSED



Association of Certified Fraud Examiners

ASSOCIATE MEMBER

CLEAR SPACE

The ACFE logo is a valuable asset that must always appear in an uncluttered space, free of any text, graphic elements, shapes and strong background patterns.

The minimum clear space surrounding the logo must always be at least 1/4".



SPECIAL USE

On rare occasions, you may need one-color logos. These are approved variations of the ACFE logo.

ACFE NAVY | PANTONE



ASSOCIATE MEMBER

ACFE GOLD | PANTONE



ASSOCIATE MEMBER

WHITE



ASSOCIATE MEMBER

BLACK



ASSOCIATE MEMBER

MISUSE

Our logo is proprietary. It has been thoughtfully created. Do not change or distort the logo in any way. Never recreate any elements, and always use approved artwork. Improper usage or editing proportions diminish the brand's recognition and credibility. Consistency and legibility is key.

Do not modify, misinterpret or mistreat the logo.

- A. Do not rotate the logo.
- B. Do not place the full color logo on a busy background.
- C. Do not place the logo on a background with insufficient contrast.
- D. Do not condense the logo.
- E. Do not use unapproved colors.
- F. Do not remove the ACFE name line.
- G. Do not remove the torch.
- H. Do not remove the ® or ™



The ACFE Seal for Certified Fraud Examiners



The CFE Seal for Certified Fraud Examiners

The CFE Seal was designed to represent those professionals who have earned the Certified Fraud Examiner (CFE) credential.

Heraldry of the CFE Seal

The Seal of the Association of Certified Fraud Examiners reflects Aristotle’s axiom. With knowledge, fraud and white-collar crime can be reduced. The Seal demonstrates the CFE’s commitment through its centerpiece: the torch and the flame.

The torch lights the way to an open book, which represents the body of knowledge in fraud detection and deterrence. The deep ruby color of the flame is symbolic of truth and honor — the cornerstone of the Certified Fraud Examiner’s ethical standards.

Usage of the CFE Seal by ACFE Members

Only Certified Fraud Examiners in good standing are permitted to use the CFE Seal. Associate Members are not permitted to use the CFE Seal.

CFEs should use the CFE Seal provided on the ACFE website under “Member Resources.” CFEs can download the CFE Seal by logging in to the website or by clicking the links on page 20 in this document.

**THE CFE
SEAL FOR
CERTIFIED
FRAUD
EXAMINERS**



THE CFE SEAL

The CFE seal represents the professionals who have earned the CFE credential.

The seal of the Association of Certified Fraud Examiners demonstrates the CFE’s commitment through its centerpiece: the torch and the flame. The torch lights the way to an open book, which represents the body of knowledge in fraud detection and deterrence. The deep ruby color of the flame is symbolic of truth and honor — the cornerstone of the Certified Fraud Examiner’s ethical standards.

[DOWNLOAD LOGOS](#)

Clear Space:



Sizing Restriction:



**THE CFE SEAL
CLEAR SPACE
+ SIZE**

The CFE Seal logo is a valuable asset that must always appear in an uncluttered space, free of any text, graphic elements, shapes and strong background patterns.

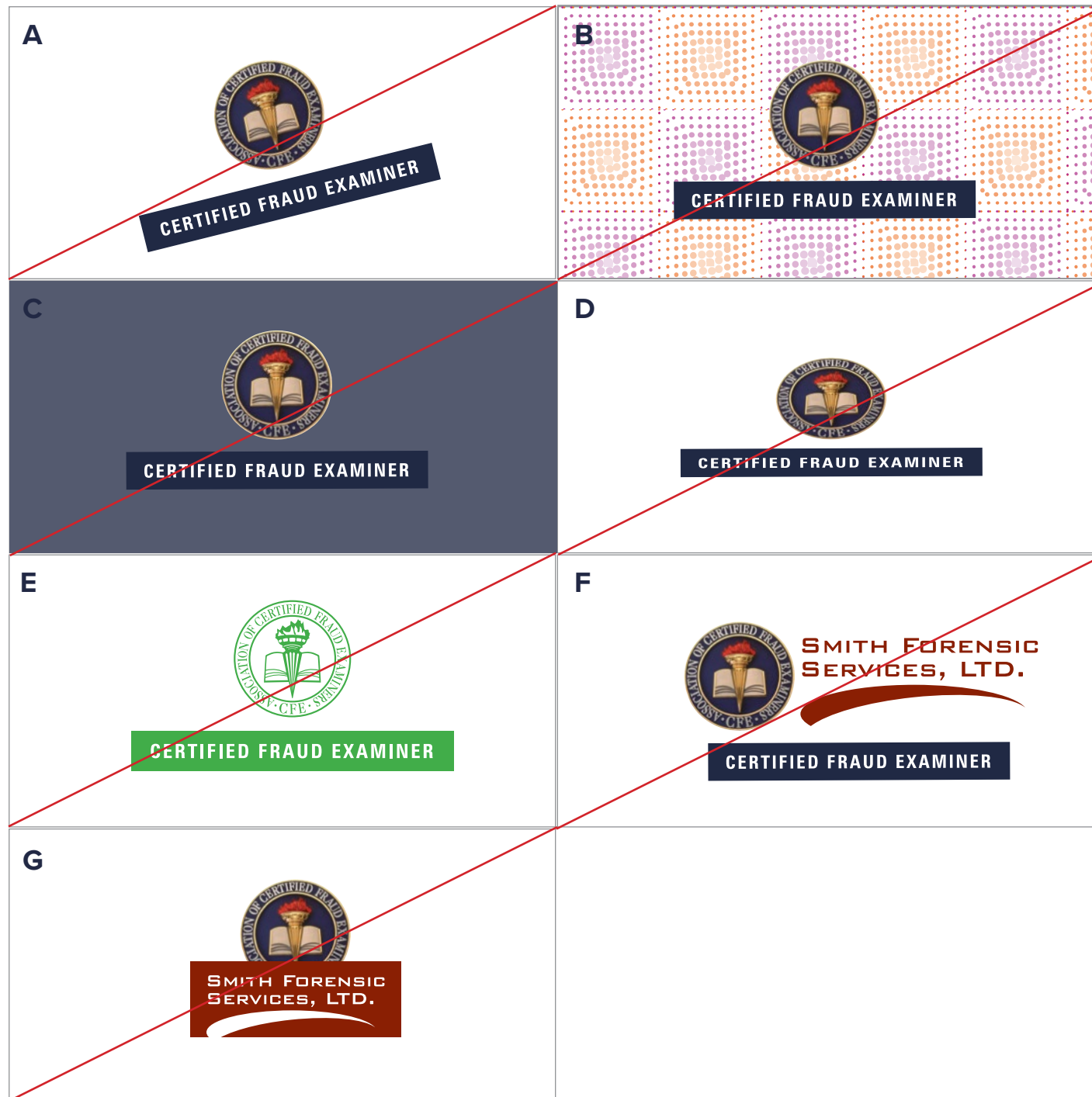
The minimum clear space surrounding the logo must always be at least 1/4”.

The CFE seal is never to be used smaller than 5/8” or 0.625”

<div>ACFE NAVY PANTONE</div> <div><div>CERTIFIED FRAUD EXAMINER</div></div> <div><div>CERTIFIED FRAUD EXAMINER</div></div>	<div>ACFE GOLD PANTONE</div> <div><div>CERTIFIED FRAUD EXAMINER</div></div> <div><div>CERTIFIED FRAUD EXAMINER</div></div>
<div>WHITE</div> <div><div>CERTIFIED FRAUD EXAMINER</div></div> <div><div>CERTIFIED FRAUD EXAMINER</div></div>	<div>BLACK</div> <div><div>CERTIFIED FRAUD EXAMINER</div></div> <div><div>CERTIFIED FRAUD EXAMINER</div></div>

SPECIAL USE

On rare occasions, we you need one-color logos. These are approved variations of the CFE Seal logo.



MISUSE

Never recreate any elements, and always use approved artwork. Improper usage or editing proportions diminish the brand's recognition and credibility. Consistency and legibility is key.

Do not modify, misinterpret or mistreat the logo.

- A. Do not rotate the logo.
- B. Do not place the full color logo on a busy background.
- C. Do not place the logo on a background with insufficient contrast.
- D. Do not condense the logo.
- E. Do not use unapproved colors.
- F. Additional elements, other logos or typography should not be added to the CFE Seal.
- G. In addition, no other elements can be placed in front or over the Seal, including type.

Questions Regarding Proper Usage of the Seal by CFEs

CFEs can use the CFE Seal to promote themselves in a variety of ways:

- On business cards or letterheads
- Displayed within an email signature
- Placed on a company bio page or personal website
- On Facebook, LinkedIn or Twitter

Guidelines for CFEs

- The CFE Seal may only be used by CFEs in good standing. CFEs whose membership has lapsed due to nonpayment of dues or non-compliance of CPE are not allowed to use the CFE Seal. To check your membership status, please [log in](#) to your ACFE account on our website. Associate members may not use the CFE Seal.
- The CFE Seal may be used by a school, company or organization only when they employ at least one CFE in good standing on a full-time basis. The logo may be used on websites, signage, stationery, business cards, letterhead, brochures and other promotional or display materials.
- When displaying the CFE Seal on a website, the graphic should link to the ACFE home page at [ACFE.com](#). You may not use it to link to other pages on your website or any other websites.
- The CFE Seal may not be used to indicate any kind of endorsement by the ACFE; or suggest that ACFE is the source of the goods or services that you offer; or to imply any kind of relationship with the ACFE aside from those expressly permitted.
- The CFE Seal may not be used on documents such as contracts, certificates, reports, client communications or official disclosure documents provided to potential or actual clients or purchasers of services or products.
- The CFE Seal may not be used in connection with any disparaging statements about the ACFE or its products, or statements that otherwise reflect poorly on the ACFE.
- The ACFE reserves the right to disallow any use of the CFE Seal.

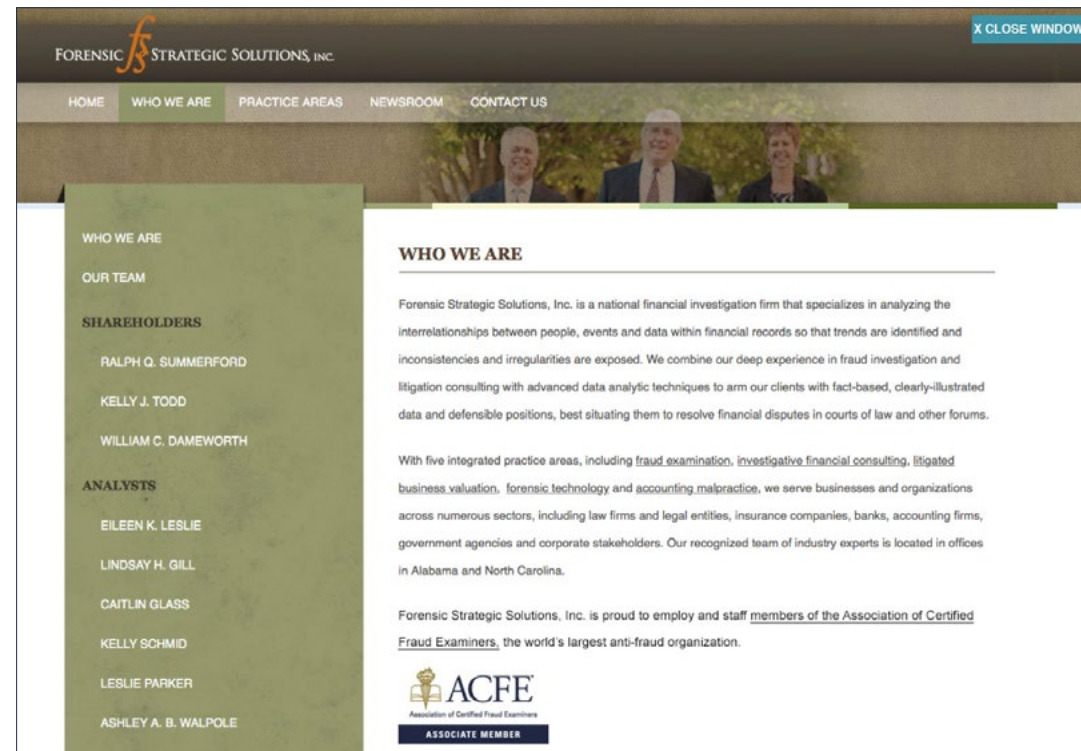
Questions Regarding Proper Usage of the Seal by CFEs

If you have any questions about how to use or display the CFE Seal, please contact Lauren Marshall at the ACFE's Global Headquarters. You should also send a copy of any proposed collateral including letterhead, business card or website to lmarshall@acfe.com for approval.

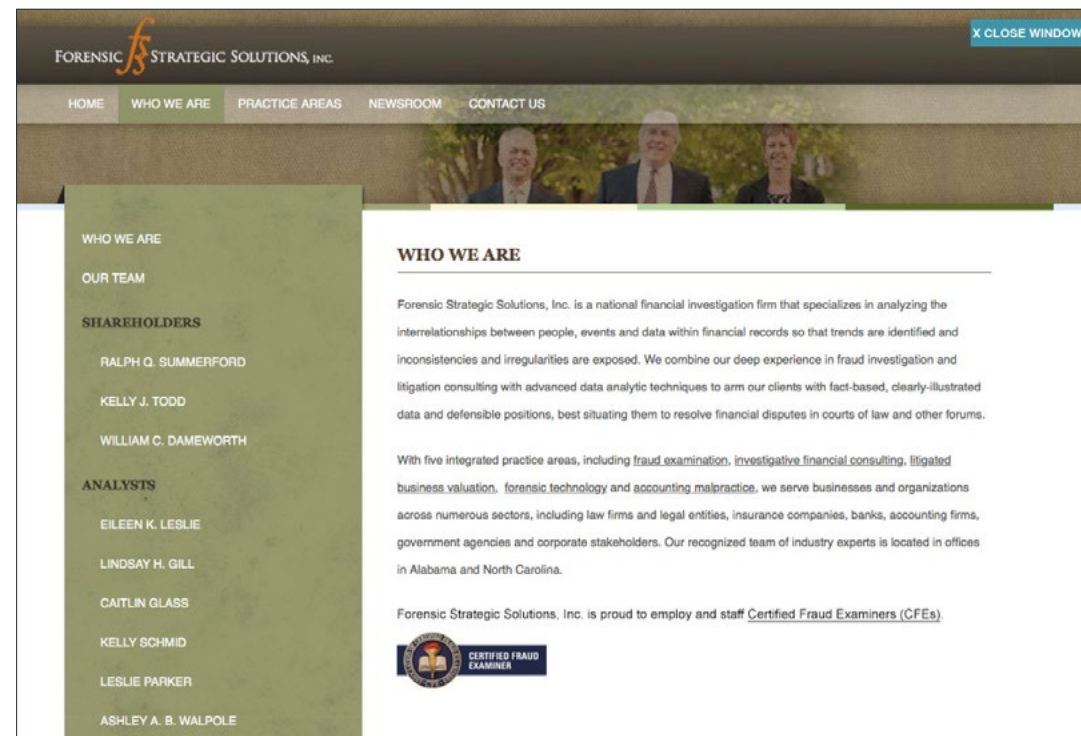
QUESTIONS REGARDING PROPER USAGE OF THE SEAL BY CFES

Visual Examples

ASSOCIATE MEMBER LOGO EXAMPLE

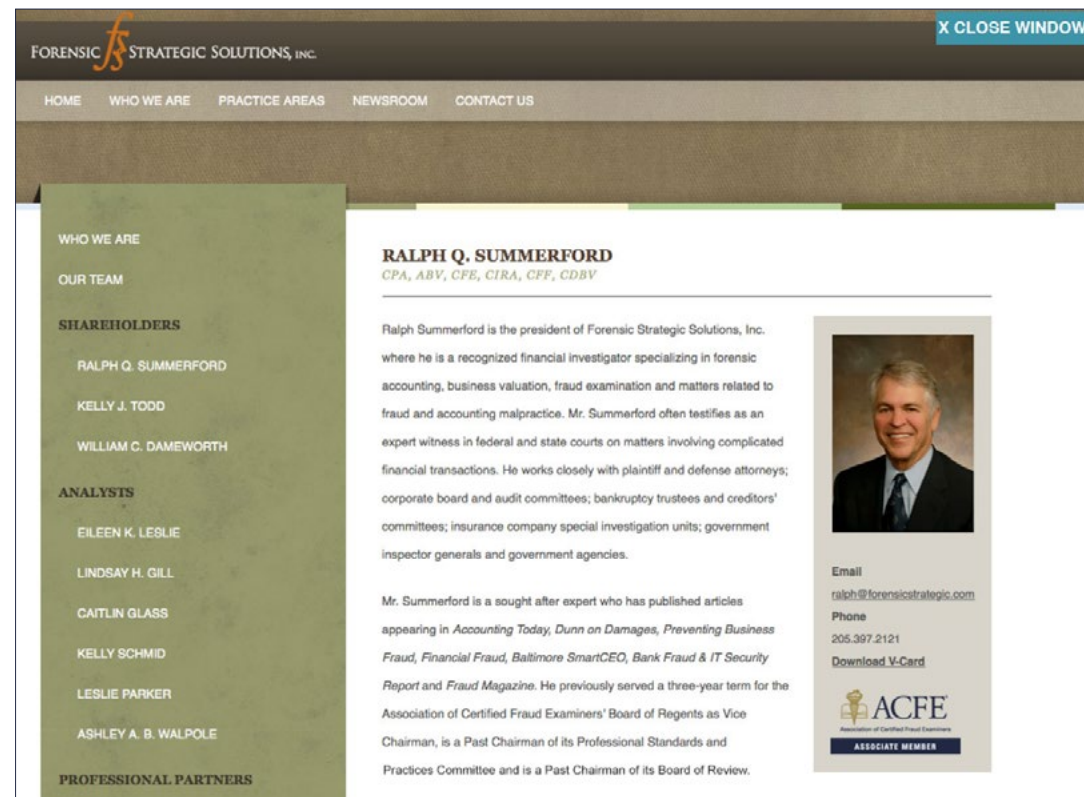


THE ACFE SEAL FOR CERTIFIED FRAUD EXAMINERS EXAMPLE

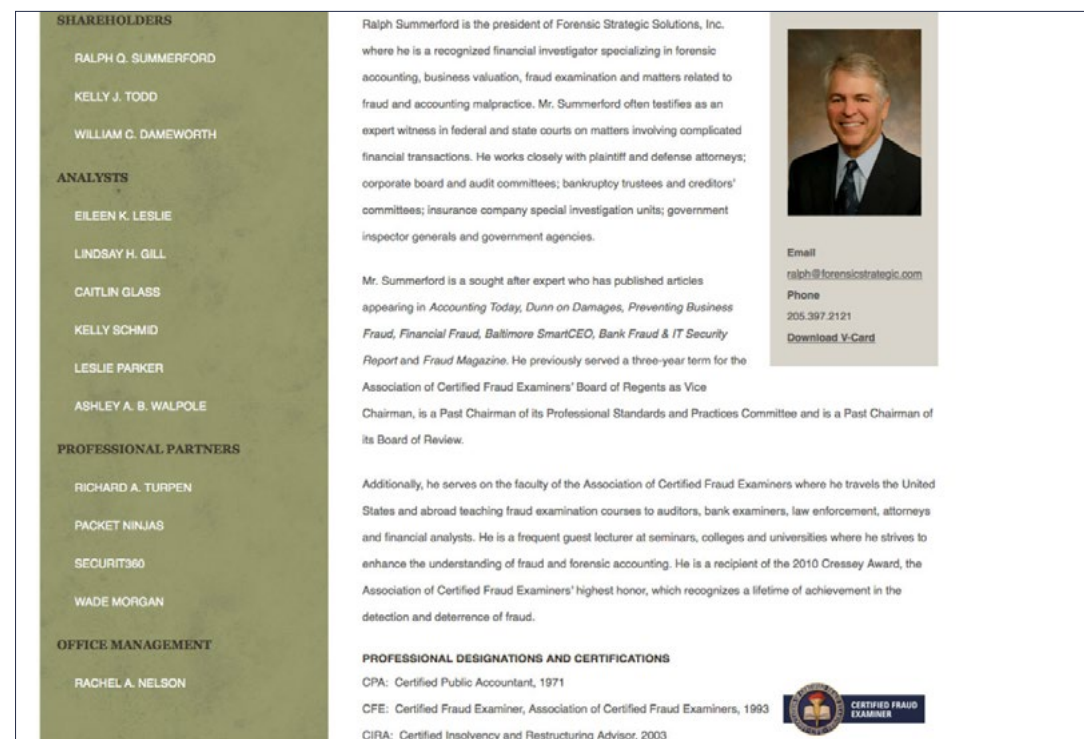


ON A
WEBSITE BIO

ASSOCIATE MEMBER LOGO EXAMPLE



THE ACFE SEAL FOR CERTIFIED FRAUD EXAMINERS EXAMPLE



ON A
WEBSITE BIO

BUSINESS CARDS

For Associate Members in the
U.S. and Canada

[DOWNLOAD](#)

For International Associate
Members

[DOWNLOAD](#)

CFE Business Cards

[DOWNLOAD](#)



EMAIL SIGNATURE

For Associate Members in the
U.S. and Canada

DOWNLOAD

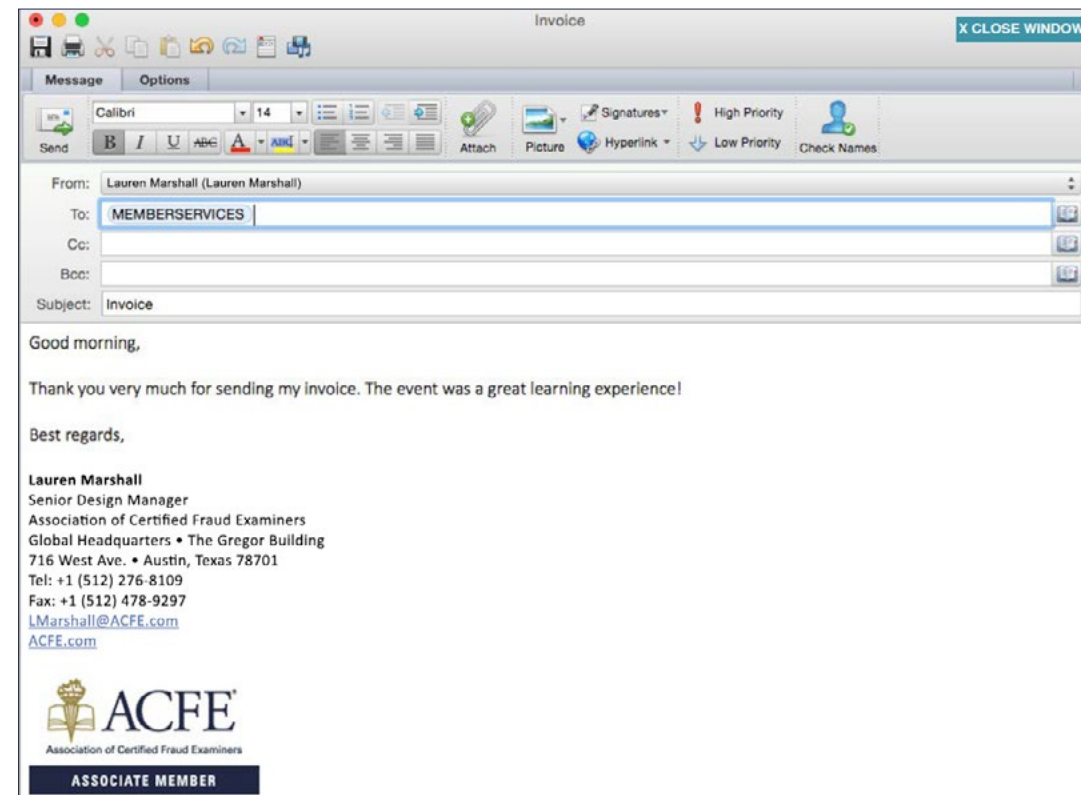
For International Associate
Members

DOWNLOAD

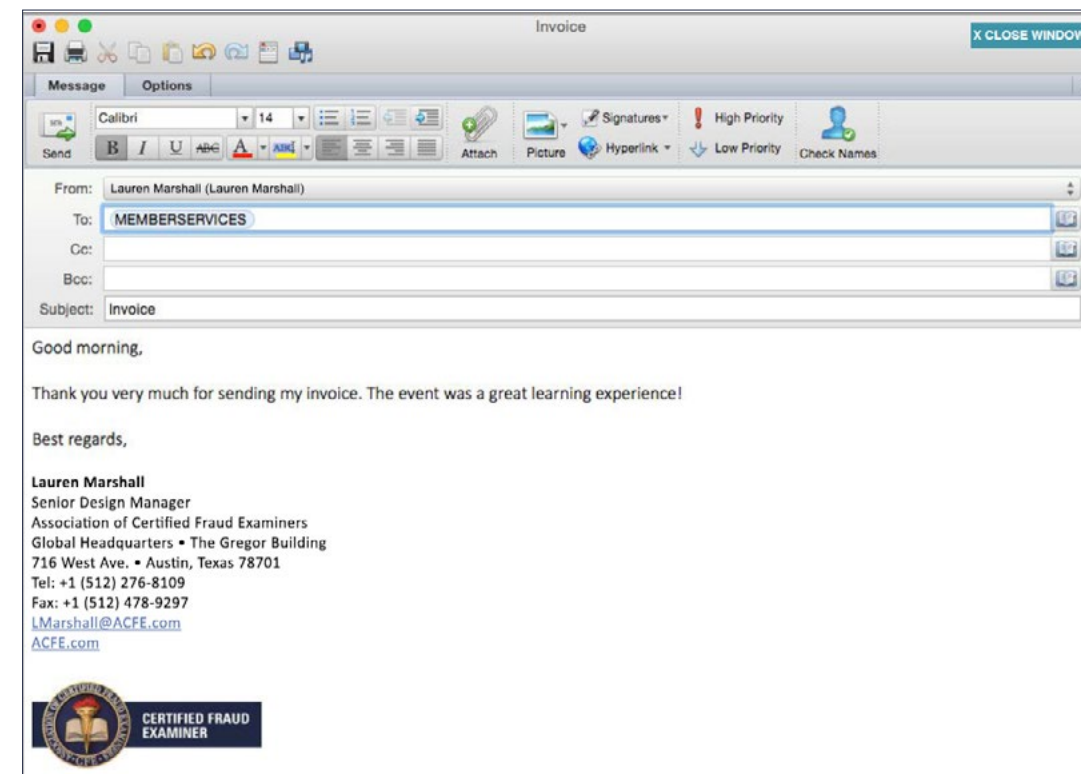
CFE Email Signature

DOWNLOAD

ASSOCIATE MEMBER LOGO EXAMPLE



THE CFE SEAL FOR CERTIFIED FRAUD EXAMINERS EXAMPLE



LETTERHEAD

For Associate Members in the
U.S. and Canada

[DOWNLOAD](#)


For International Associate
Members

[DOWNLOAD](#)

CFE Letterhead

[DOWNLOAD](#)

ASSOCIATE MEMBER LOGO EXAMPLE



ASSOCIATE MEMBER

[Insert Date]

[Recipient]
[Title]
[Company]
[Address 1]
[Address 2]
[Address 3]


Dear [Recipient]:

Fusce neque mi, consectetur gravida, convallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris. Sed in mauris. Ut massa. Pellentesque condimentum felis nec sapien. Integer posuere elit at turpis. Nulla facilisi. Sed sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Vestibulum tempor faucibus nisi. Pellentesque vitae enim.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus placerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor

THE CFE SEAL FOR CERTIFIED FRAUD EXAMINERS EXAMPLE

CERTIFIED FRAUD EXAMINER



[Insert Date]

[Recipient]
[Title]
[Company]
[Address 1]
[Address 2]
[Address 3]

Dear [Recipient]:

Fusce neque mi, consectetur gravida, convallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris. Sed in mauris. Ut massa. Pellentesque condimentum felis nec sapien. Integer posuere elit at turpis. Nulla facilisi. Sed sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Vestibulum tempor faucibus nisi. Pellentesque vitae enim.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus placerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor

SOCIAL MEDIA

For Associate Members in the
U.S. and Canada

DOWNLOAD

For International Associate
Members

DOWNLOAD

CFE Social Media

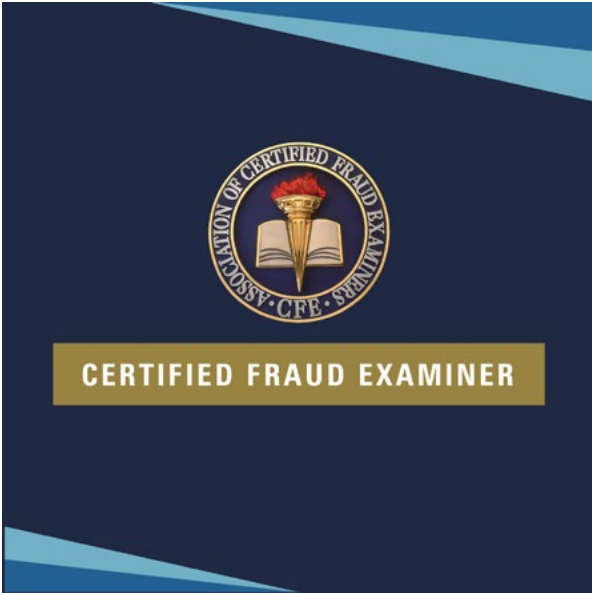
DOWNLOAD

FACEBOOK, INSTAGRAM AND TWITTER

ASSOCIATE MEMBER LOGO EXAMPLE



THE CFE SEAL FOR CERTIFIED FRAUD
EXAMINERS EXAMPLE



LINKEDIN

ASSOCIATE MEMBER LOGO EXAMPLE



THE CFE SEAL FOR CERTIFIED FRAUD
EXAMINERS EXAMPLE



Trademark Guidelines

WHEN TO USE THE REGISTERED TRADEMARK SYMBOL

ACFE Trademark Usage Guidelines

The Association of Certified Fraud Examiners (“ACFE”) has exclusive rights to its name, trademarks and logos and prohibits their unauthorized use. The ACFE’s trademarks include: “ACFE,” “CFE,” “Certified Fraud Examiner,” the ACFE Seal and the ACFE Logo.

The ACFE may terminate your membership or take legal action if it finds that you have violated any of the Trademark Usage Requirements or Brand Guidelines. In addition, The ACFE may terminate your right to use any ACFE trademark if:

- The ACFE finds that you have violated any of the Usage Requirements; or
- The ACFE determines that you are using an ACFE trademark without authorization.

Your right to use any ACFE trademark automatically terminates when your ACFE membership terminates or expires. You agree to cooperate with the ACFE if it becomes necessary for the ACFE to take any action to enforce any of its rights in any of the Licensed Trademarks.

Trademark Usage Requirements

- You acknowledge in whole or in part that the ACFE is the sole owner of the trademarks and promise that you will not interfere with the trademark rights of the ACFE, including challenging the ACFE’s use of, registration of, or application to register such trademarks, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any ACFE trademark. The goodwill derived from using any part of any ACFE trademark exclusively inures to the benefit of and belongs to ACFE.
- You may not use ACFE trademarks in any way that suggests that the ACFE is the source of the goods or services that you offer or create the impression, directly or indirectly, that The ACFE sponsors or endorses any product or service without the ACFE’s prior written consent.
- To avoid misleading the public, do not use ACFE trademarks as part of your company, product, service name or adjacent to a business name.
- ACFE trademarks must not appear more prominently than your company title and logo. Do not use ACFE trademarks as backgrounds or watermarks.
- You may not use any ACFE Trademark as any part of an Internet domain name, website name, letterhead, email address, or metatag.
- You may not use any name, logo, or symbol that is confusingly similar to an ACFE Trademark.
- Your use of the ACFE trademarks must not reflect unfavorably on the ACFE and its products or services.

Thank You



ACFE®

Association of Certified Fraud Examiners