



ACFE®

Association of Certified Fraud Examiners

CHAPTER BRAND GUIDELINES

TABLE OF CONTENTS

Our Mission..... 3

What Our Brand Means to You 4

Communicating the ACFE Brand 5

ACFE Chapter Logos and Assets..... 6

Merchandise Rules for Chapters12

OUR MISSION

The ACFE Mission

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

“

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.

**WHAT OUR
BRAND MEANS
TO YOU**

COMMUNICATING THE ACFE BRAND

Communicating the ACFE Brand

The ACFE brand message and qualities are carried through all mediums of communications through the intelligent use of color, typography, photography and other ACFE brand elements. Proper and consistent usage is important to ensure the quality of the experience of every ACFE member and professional associated with the ACFE.

The brand elements include: the ACFE logo, the ACFE seal, the ACFE tagline, organizational logos, color palettes, typefaces, illustrations, graphic elements and images.

Thanks to the efforts of thousands of dedicated anti-fraud professionals for more than 30 years, the ACFE brand is synonymous with credibility, integrity and professionalism. Chapters are an extension of the ACFE and by adhering to a standard set of guidelines, chapters are immediately recognized as local leaders in the anti-fraud profession. That is why it is important for all ACFE chapters to use their official ACFE chapter logo. Using your ACFE-approved chapter logo ensures the ACFE continues these positive associations throughout the globe and your chapter will leverage the strength of the ACFE.

The graphic standards outlined in this manual are to be followed precisely. It has been specifically designed to follow ACFE communications best practices. It sets the graphic communications standards that give the ACFE a consistent visual identity in all its communications, including stationery, signage, advertisements, brochures, direct mail, books, emails, websites, social media assets and videos.

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

Victoria St. Germain
Creative Director
VStGermain@ACFE.com

CHAPTER LOGOS AND ASSETS

FULL COLOR



Association of Certified Fraud Examiners

Chapter Name

REVERSE



Association of Certified Fraud Examiners

Chapter Name

PRIMARY CHAPTER 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 and other merchandise, websites and social media.



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.

You must always include the chapter's logo when representing the chapter. Do not use the standard ACFE logo.

Do not modify, misinterpret or mistreat the logo.

- A. Do not rotate the logo.
- B. Do not place the 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 ™.
- I. Do not use the ACFE Seal accompanied with your chapter name.
- J. Do not alter chapter name color bar.
- K. Do not add chapter name to wrong logo.

If your chapters require a custom-sized logo, please contact us at Chapters@ACFE.com for more information.



Association of Certified Fraud Examiners

Chapter Name



Association of Certified Fraud Examiners

Chapter Name



Association of Certified Fraud Examiners

Chapter Name



Association of Certified Fraud Examiners

Chapter Name



Association of Certified Fraud Examiners

Chapter Name



Association of Certified Fraud Examiners

Chapter Name

ANNIVERSARY LOGOS

These logos are available for chapters to use during the year an anniversary milestone is celebrated.

APPLICATION

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

Contact Chapters@ACFE.com to inquire about your chapter's anniversary milestone and logos.



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.

You must always include the chapter's logo when representing the chapter. Do not use the standard ACFE logo.

Do not modify, misinterpret or mistreat the logo.

- A. Do not rotate the logo.
- B. Do not place the 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 ® or ™.
- H. Do not alter chapter name color bar.
- I. Do not add chapter name to wrong logo.

If your chapters require a custom-sized logo, please contact us at Chapters@ACFE.com for more information.

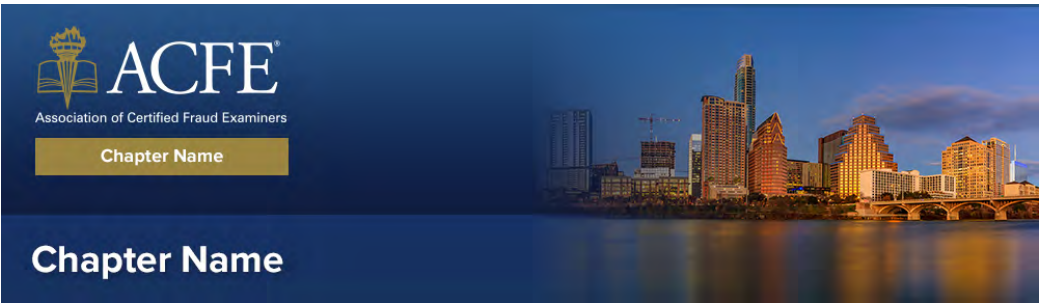
ROLL UP BANNER



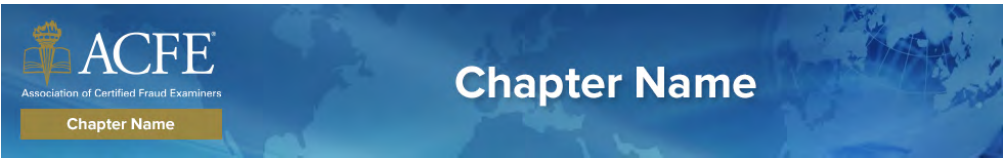
BANNER



WORDPRESS HEADER



WEB HEADER



ASSETS

ACFE Chapter assets include roll up banner, banner, Wordpress header, and web header.

Do not use any images you do not have the rights to. Images found on Google, online news outlets or even certain *Fraud Magazine*[®] stories may be protected by copyright. Please contact the ACFE for any specific image requests.

Request your complete set of logos and assets by contacting Chapters@ACFE.com.

MERCHANDISE RULES FOR CHAPTERS

ACFE chapters are encouraged to use their chapter logo to design merchandise. Creating merchandise promoting your chapter helps increase brand awareness, strengthen the loyalty with members, generate interest in your chapter and more. Many chapters design merchandise to give to their members, speakers, or to generate revenue.

Some of the most common types of chapter merchandise designed are polo shirts, coffee mugs, and pens. Some chapters brand merchandise for a specific event and provide to each attendee. Examples include branding golf balls, pint/wine glasses and backpacks.

THANK YOU



ACFE[®]

Association of Certified Fraud Examiners