



ACFE®

Association of Certified Fraud Examiners

# BRAND GUIDEBOOK

## Using the ACFE Brand:

A Comprehensive Guide for Associate Members  
and Certified Fraud Examiners



## Table of Contents

Communicating the ACFE Brand .....	3
ACFE Member Logo.....	4-7
ACFE Seal for Certified Fraud Examiners.....	8-10
ACFE Templates and Logos .....	11
ACFE Trademark Usage Guidelines .....	12-13
ACFE Template and Logo Visual Examples.....	14-21

### **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.

### **For further information or questions, contact:**

ACFE General Counsel

[legal@ACFE.com](mailto:legal@ACFE.com)

## 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.

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

**Lauren Marshall**  
**Senior Design Manager**  
Telephone: +1 (512) 276-8109  
[lmarrshall@ACFE.com](mailto:lmarrshall@ACFE.com)

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**Communications Manager**  
Telephone: +1 (512) 276-8167  
[mmoody@ACFE.com](mailto:mmoody@ACFE.com)

## 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 [log in to download](#) the ACFE Member Logo or by clicking the links on page 11 in this document.

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

\*Please see pages 14-21 for examples

- On business cards or letterhead
- 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, letterhead, 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.

### White/Neutral Backgrounds

The color version of the member logo should be used on a white or light, neutral backgrounds for greatest impact.



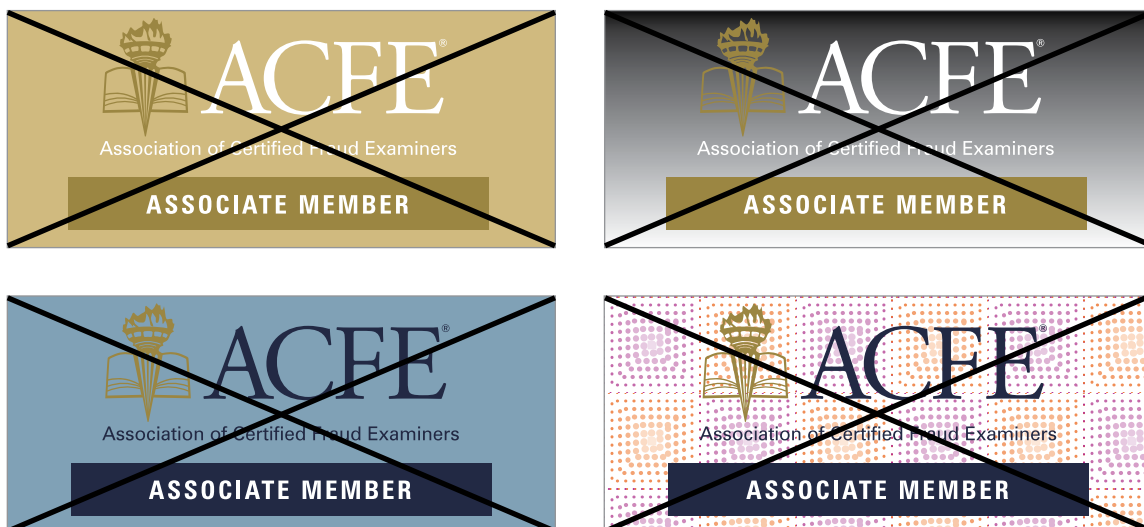
### Dark Backgrounds

For use on dark backgrounds the reverse (white and gold) version of the member logo should be used.



### Other Backgrounds

The member logo should not be used on a background that would not reflect adequate contrast between the logo and the background itself. For example, the member logo should not be placed on a gradient or pattern background.



### One Color

For applications where only one color is permitted, the member logo can be in its blue- (PMS 533) or black-only version. The white version of the logo indicates the area where no ink is printed and a dark background surrounds the logo.



### Grayscale

When only black ink is permitted, the member logo is used in its black-only version. The white version of the logo indicates the area where no ink is printed and a dark background surrounds the logo.





### **Name Line Placement**

The member logo may not be broken up or separated. Nor should it be used without the name line “Association of Certified Fraud Examiners.” There is no period (.) at the end of the name line. The ACFE logo (acronym) is never to be used without the book and torch line art. The ACFE logo, book and torch line art, name line and Associate Member bar have a fixed relationship and cannot be altered.

### **Proportions**

The member logo is always to be used in its original, as designed proportions. Never condense, crop, expand or distort the logo beyond its original proportions. The member logo may not appear more prominently than your company title or logo.

### **Other Elements**

The typeface that comprises “ACFE” within the logo is a custom designed typeface. As a result, a “similar” typeface cannot be substituted. Always use the complete logo as supplied.

The ACFE logo must always contain the “®” trademark on the upper right portion of the acronym. The ACFE logo is a trademark owned by the Association of Certified Fraud Examiners, Inc. and therefore must always include the “®” symbol in every application used.

## The ACFE Seal for Certified Fraud Examiners

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

### Heraldry of the ACFE 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 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 11 in this document.

**You may only use the CFE Seal in these two formats:**



**CERTIFIED FRAUD EXAMINER**





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

\*Please see pages 14-21 for examples

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

## **Guidelines for CFEs**

CFEs agree to the following usage terms and conditions:

- 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 [lmmarshall@acfe.com](mailto:lmmarshall@acfe.com) for approval.

CFEs must follow specific guidelines to ensure the CFE Seal is used correctly.



### Proportions

The CFE Seal is always to be used in its original, as-designed proportions. Never condense, crop, expand or distort the Seal beyond its original proportions.



### Elements Added to the CFE Seal

Other logos or typography should not be added to the CFE Seal as to suggest a mutual relationship with the ACFE or certification.



In addition, no other elements can be placed in front or over the Seal, including type.

### Sizing Restrictions

The CFE Seal is never to be used smaller than 5/8" or 0.625" wide. The CFE Seal must not appear more prominently than your company title or logo.

### Positioning/Area of Isolation

The minimum clear space surrounding the CFE Seal must always be at least 1/4". This minimum clear space must be allowed on all four sides of the image.



**Sizing restriction**  
No smaller than  
5/8" or 0.625"



**Position/Area of Isolation**  
Minimum space surrounding CFE Seal must be at least 1/4".

# Available Templates and Logos for Member Use

ACFE members can download a variety of templates and logotypes by clicking the links below.

## **Associate Members**

### Templates

- [Download all Templates](#)

### Logos

- [Download ALL logos](#)

### Additional Graphics

- [Graphics to share on Social Media](#)
- [Email Signature](#)

## **Certified Fraud Examiners**

### Templates

- [Download all Templates](#)
- [CFE Press Release](#)
- [Order buisness cards of letterhead online](#)

### Logos

- [Download ALL logos](#)

### Additional Graphics

- [Graphics to share on Social Media](#)
- [Email Signature](#)

Please email Lauren Marshall ([lmarshall@ACFE.com](mailto:lmarshall@ACFE.com)) for design approval, or if you need additional logo formats or templates.

# 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. ACFE’s trademarks include: “ACFE,” “CFE,” “Certified Fraud Examiner,” The ACFE Seal and the ACFE Logo.

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, ACFE may terminate your right to use any ACFE trademark if:

- I. ACFE finds that you have violated any of the Usage Requirements; or
- II. 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 ACFE if it becomes necessary for ACFE to take any action to enforce any of its rights in any of the Licensed Trademarks.

## **Trademark Usage Requirements**

1. You acknowledge in whole or in part that ACFE is the sole owner of the trademarks and promise that you will not interfere with the trademark rights of ACFE, including challenging 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.
2. You may not use ACFE trademarks in any way that suggests that ACFE is the source of the goods or services that you offer or create the impression, directly or indirectly, that ACFE sponsors or endorses any product or service without ACFE’s prior written consent.
3. To avoid misleading the public, do not use ACFE trademarks as part of your company, product, service name or adjacent to a business name.
4. ACFE trademarks must not appear more prominently than your company title and logo. Do not use ACFE trademarks as backgrounds or watermarks.

5. You may not use any ACFE Trademark as any part of an Internet domain name, website name, letterhead, email address, or metatag.
6. You may not use any name, logo, or symbol that is confusingly similar to an ACFE Trademark.
7. Your use of the ACFE trademarks must not reflect unfavorably on ACFE and its products or services.

### **Required Permission**

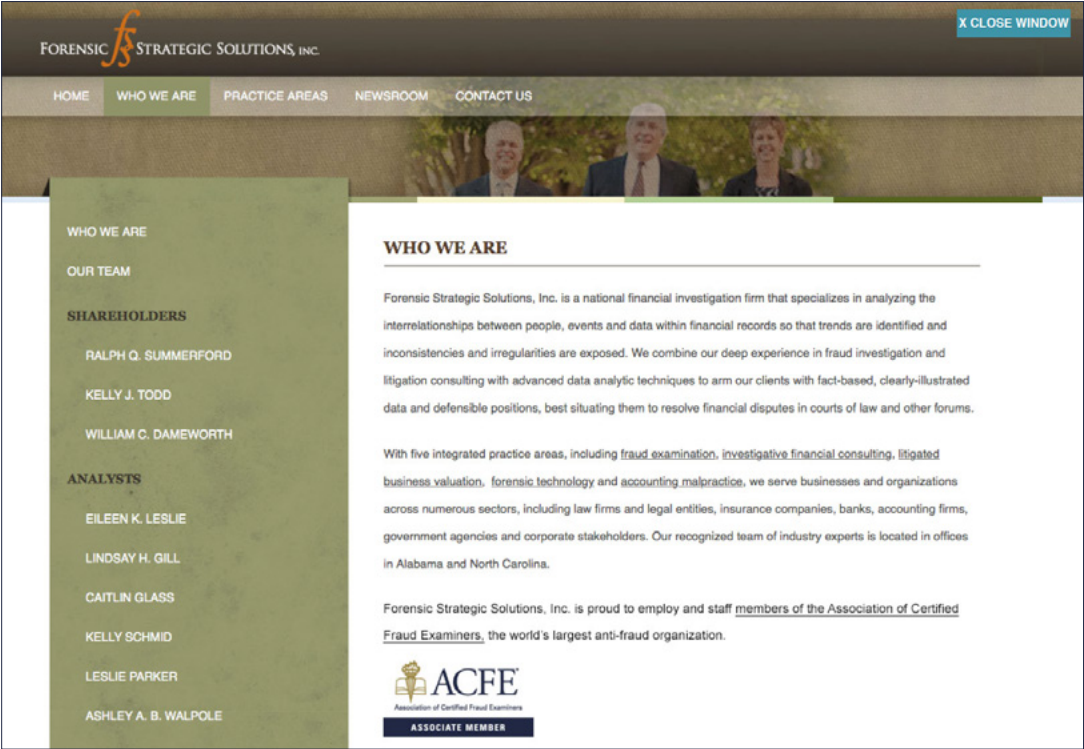
Use of ACFE trademarks in print, multi-media, advertising, promotional material, on clothing or other merchandise requires the express permission of ACFE.

Associate Member Logo &  
The ACFE Seal for  
Certified Fraud Examiners

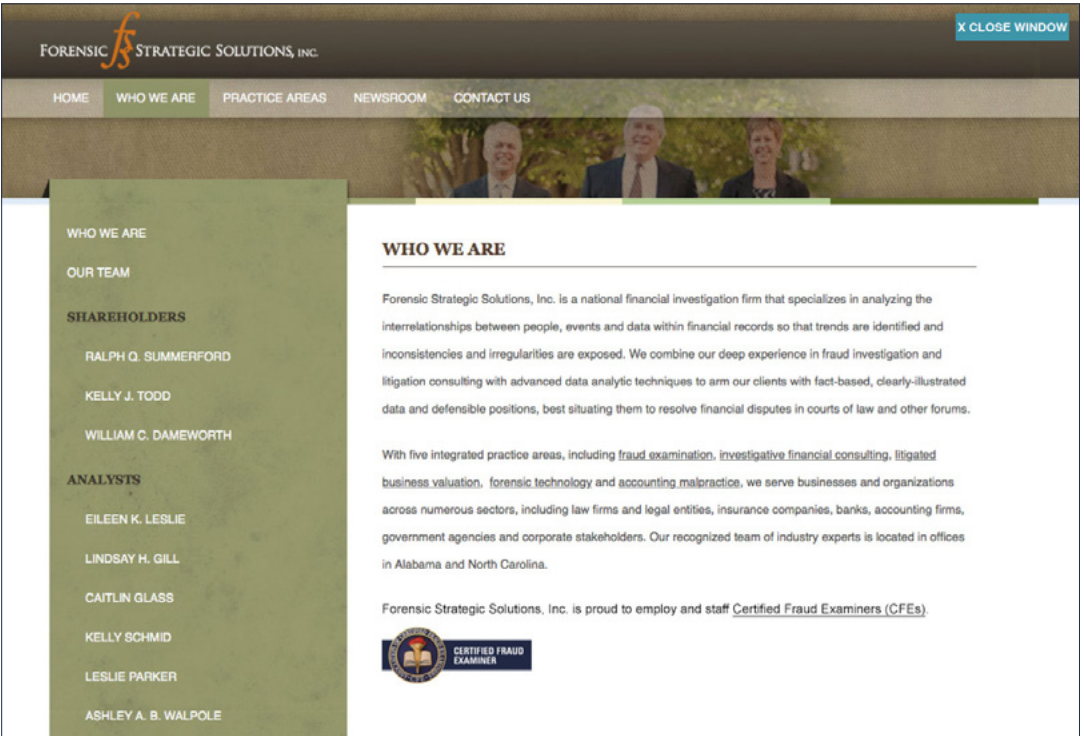
**VISUAL EXAMPLES**

# On Your Website

## Associate Member Logo Example



## The ACFE Seal for Certified Fraud Examiners Example



# On Your Website - Your Team

## Associate Member Logo Example

**FORENSIC STRATEGIC SOLUTIONS, INC.** X CLOSE WINDOW

HOME WHO WE ARE PRACTICE AREAS NEWSROOM CONTACT US

**WHO WE ARE**

**OUR TEAM**

**SHAREHOLDERS**

- RALPH Q. SUMMERFORD
- KELLY J. TODD
- WILLIAM C. DAMEWORTH

**ANALYSTS**

- EILEEN K. LESLIE
- LINDSAY H. GILL
- CAITLIN GLASS
- KELLY SCHMID
- LESLIE PARKER
- ASHLEY A. B. WALPOLE

**PROFESSIONAL PARTNERS**

**RALPH Q. SUMMERFORD**  
CPA, ABV, CFE, CIRA, CFF, CDBV

Ralph Summerford is the president of Forensic Strategic Solutions, Inc. where he is a recognized financial investigator specializing in forensic accounting, business valuation, fraud examination and matters related to fraud and accounting malpractice. Mr. Summerford often testifies as an expert witness in federal and state courts on matters involving complicated financial transactions. He works closely with plaintiff and defense attorneys; corporate board and audit committees; bankruptcy trustees and creditors' committees; insurance company special investigation units; government inspector generals and government agencies.

Mr. Summerford is a sought after expert who has published articles appearing in *Accounting Today*, *Dunn on Damages*, *Preventing Business Fraud*, *Financial Fraud*, *Baltimore SmartCEO*, *Bank Fraud & IT Security Report* and *Fraud Magazine*. He previously served a three-year term for the Association of Certified Fraud Examiners' Board of Regents as Vice Chairman, is a Past Chairman of its Professional Standards and Practices Committee and is a Past Chairman of its Board of Review.

**ACFE**  
ASSOCIATE MEMBER

Email: [ralph@forensicstrategic.com](mailto:ralph@forensicstrategic.com)  
Phone: 205.397.2121  
Download V-Card

## The ACFE Seal for Certified Fraud Examiners Example

**SHAREHOLDERS**

- RALPH Q. SUMMERFORD
- KELLY J. TODD
- WILLIAM C. DAMEWORTH

**ANALYSTS**

- EILEEN K. LESLIE
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- CAITLIN GLASS
- KELLY SCHMID
- LESLIE PARKER
- ASHLEY A. B. WALPOLE

**PROFESSIONAL PARTNERS**

- RICHARD A. TURPEN
- PACKET NINJAS
- SECURIT360
- WADE MORGAN

**OFFICE MANAGEMENT**

- RACHEL A. NELSON

**RALPH Q. SUMMERFORD**  
CPA, ABV, CFE, CIRA, CFF, CDBV

Ralph Summerford is the president of Forensic Strategic Solutions, Inc. where he is a recognized financial investigator specializing in forensic accounting, business valuation, fraud examination and matters related to fraud and accounting malpractice. Mr. Summerford often testifies as an expert witness in federal and state courts on matters involving complicated financial transactions. He works closely with plaintiff and defense attorneys; corporate board and audit committees; bankruptcy trustees and creditors' committees; insurance company special investigation units; government inspector generals and government agencies.

Mr. Summerford is a sought after expert who has published articles appearing in *Accounting Today*, *Dunn on Damages*, *Preventing Business Fraud*, *Financial Fraud*, *Baltimore SmartCEO*, *Bank Fraud & IT Security Report* and *Fraud Magazine*. He previously served a three-year term for the Association of Certified Fraud Examiners' Board of Regents as Vice Chairman, is a Past Chairman of its Professional Standards and Practices Committee and is a Past Chairman of its Board of Review.

Additionally, he serves on the faculty of the Association of Certified Fraud Examiners where he travels the United States and abroad teaching fraud examination courses to auditors, bank examiners, law enforcement, attorneys and financial analysts. He is a frequent guest lecturer at seminars, colleges and universities where he strives to enhance the understanding of fraud and forensic accounting. He is a recipient of the 2010 Cressey Award, the Association of Certified Fraud Examiners' highest honor, which recognizes a lifetime of achievement in the detection and deterrence of fraud.

**PROFESSIONAL DESIGNATIONS AND CERTIFICATIONS**

CPA: Certified Public Accountant, 1971  
CFE: Certified Fraud Examiner, Association of Certified Fraud Examiners, 1993  
CIRA: Certified Insolvency and Restructuring Advisor, 2003

**ACFE**  
CERTIFIED FRAUD EXAMINER

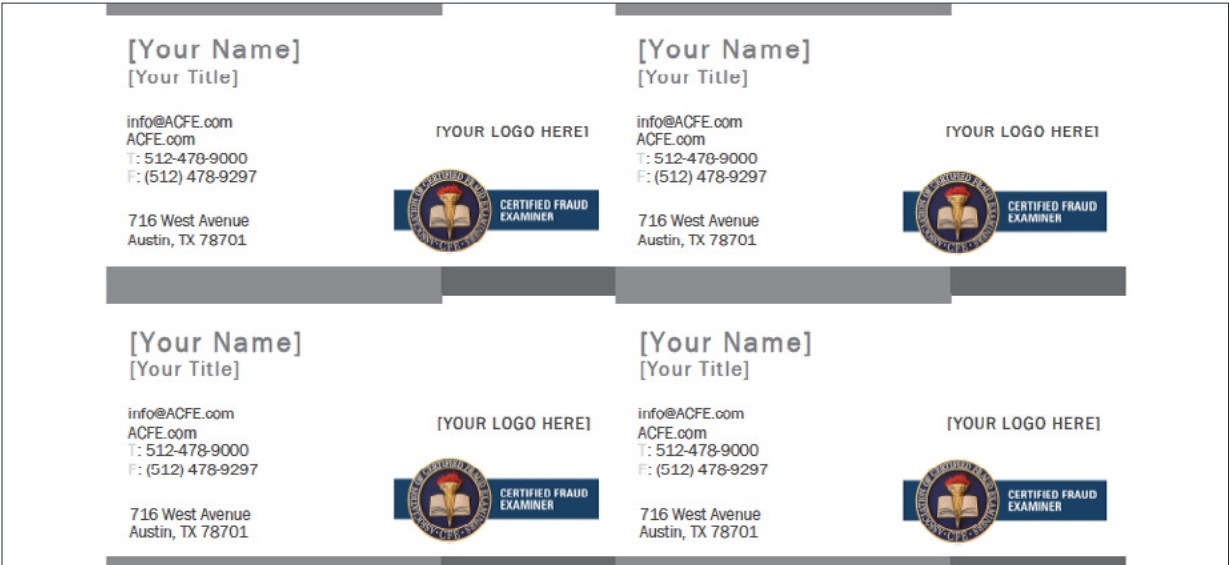


# Business Cards

## Associate Member Logo Example

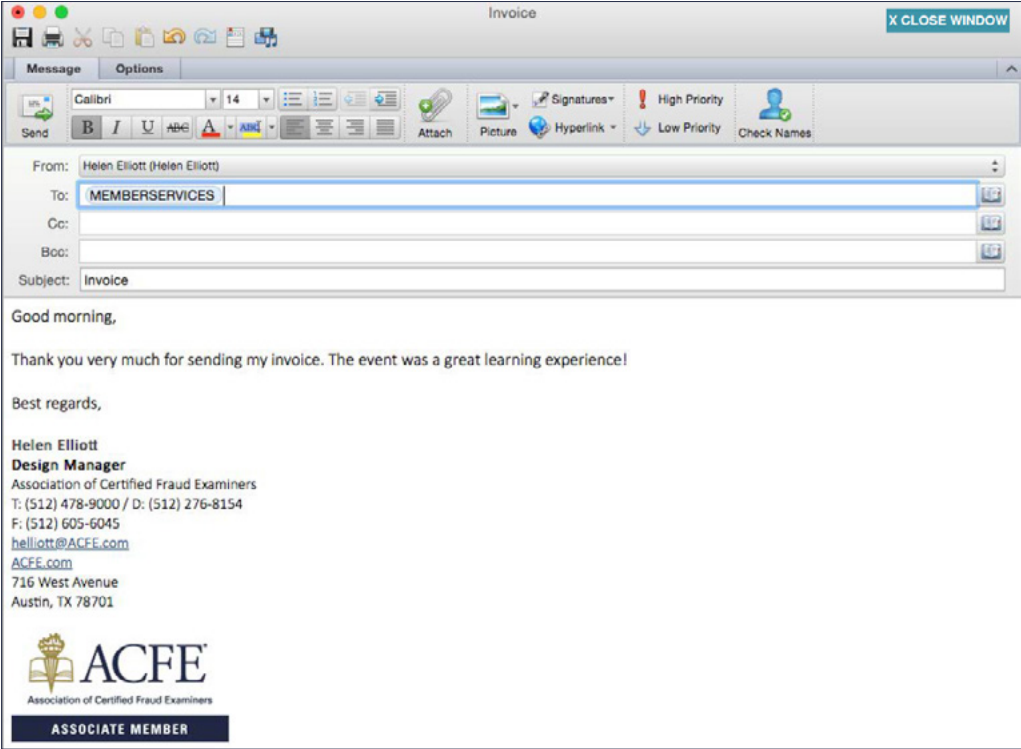


## The ACFE Seal for Certified Fraud Examiners Example

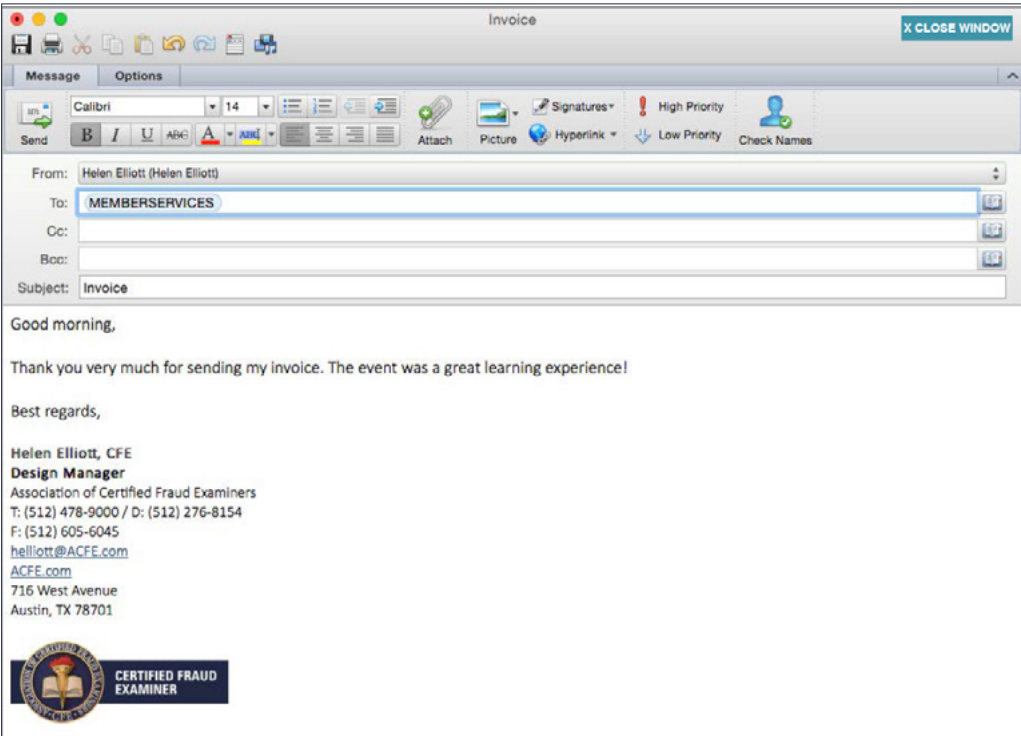


# Email Signature

## Associate Member Logo Example



## The ACFE Seal for Certified Fraud Examiners Example



# Letterhead

## Associate Member Logo Example

  
Association of Certified Fraud Examiners

**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 nisi consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor

## The ACFE Seal for Certified Fraud Examiners Example

**CERTIFIED FRAUD EXAMINER** 

[Insert Date]

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

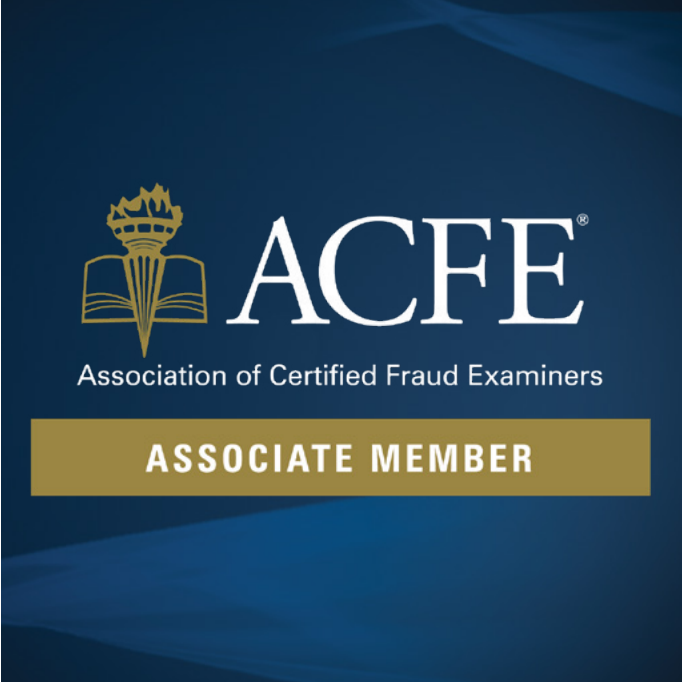
Dear [Recipient]:

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 nisi consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor.

# Social Media - Facebook, Instagram and Twitter

## Associate Member Logo Example



## The ACFE Seal for Certified Fraud Examiners Example



# Social Media - LinkedIn

## Associate Member Logo Example



## The ACFE Seal for Certified Fraud Examiners Example





# ACFE<sup>®</sup>

Association of Certified Fraud Examiners

For questions regarding the ACFE Brand please contact:

**Lauren Marshall**

**Senior Design Manager**

Association of Certified Fraud Examiners

[lmarshall@ACFE.com](mailto:lmarshall@ACFE.com)

+1 (512) 276-8109

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USA

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