

YOUR GUIDE TO USING CGMA LOGOS

As a CGMA® designation holder, you have demonstrated expertise in management accounting, helping your business or clients achieve sustainable success. To help you showcase your skills, we have developed some guidelines for usage of your designatory letters. In this user guide, we offer two CGMA logos for use on your business card, in office signage, on business letterhead, your company website, your client newsletters, in an email signature or in print advertising for your firm/business. The decision regarding which logo to use is up to you, and may depend more on the amount of space available in your collateral.

CGMA LOGO



The standard CGMA logo with the globe and either the full designation name or the CGMA acronym is a full-colour logo that may be used in any of your collateral, so long as logo usage guidelines are followed.

Logos must appear on a white background, and not a coloured background.

COLOURS



FONTS

Name: Futura Medium

PMS	C	M	Y	K	R	G	B	HEX
AICPA blue	100	52	0	0	0	111	186	006FBA
214	12	100	36	1	212	21	104	D41568
432	79	64	52	43	50	62	72	323E48

CLEAR SPACE



Clear space must always equal the height of "M."

MINIMUM SIZE

	PRINT	DIGITAL
	.5 of an inch	90 pixels
	.28 of an inch	50 pixels

In this user guide, you'll find JPG, GIF and EPS files for optimisation in print or electronic format.

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Frequently asked questions regarding the CGMA logos:

1. Who may use the CGMA logo?

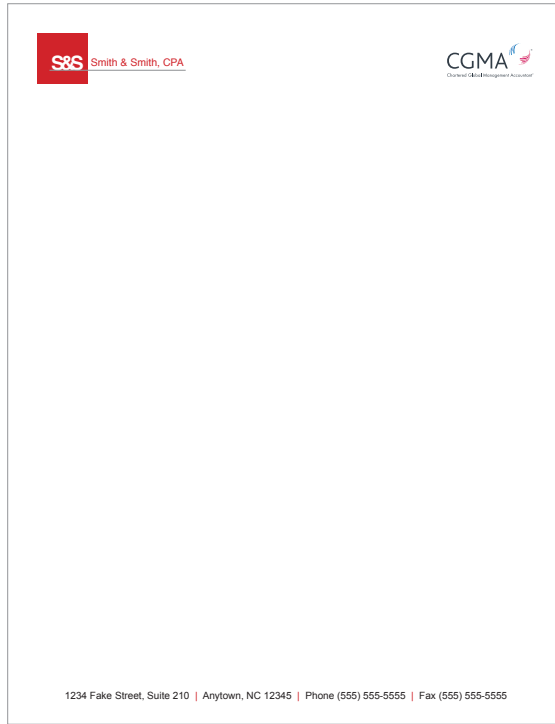
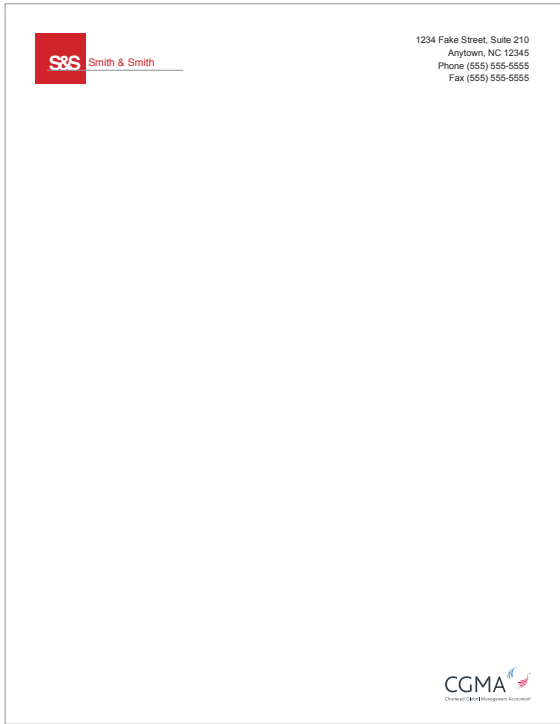
Only AICPA Regular (voting) members — who are CGMA designation holders — and CIMA members may use the CGMA logo. AICPA members must continue to commit to their CGMA designation through the annual AICPA member dues process.

2. How do I express my CGMA in text?

You have several options for writing out your CGMA designatory letters:

- If you are a licensed CPA, you may express your CGMA in this way: **John Smith, CPA, CGMA**.
- If an AICPA member holds an inactive license, in most states they cannot use “CPA” after their name. As such, the AICPA member who obtains the CGMA designation expresses it like this: **Jane Reaves, CGMA**.
- If you are a licensed CPA and also hold other credentials: **Jim Meyers, CPA, CGMA, CITP, PFP**.
- If you are a CIMA member, you should use the CGMA letters in either of the following ways: **John Smith ACMA, CGMA** or **John Smith FCMA, CGMA**.

Letterheads



Business Cards

