



Logo Use Guidelines

Organizational Policies

Rationale


The Association for Play Therapy (APT) created, retains sole ownership of, and accepts responsibility to protect and defend its intellectual property in order to provide and promote a consistent and recognizable public brand (or identity) for play therapy, APT, its chartered branches (Branches), and their authorized chapters (Chapters).

Maintaining a unified approach to marketing and logo usage is essential to preserving the integrity, credibility, and visibility of the organization. Consistent use of APT’s name, marks, and visual identity helps ensure that all communications—whether at the national, branch, or chapter level—reflect the same standards of professionalism and purpose. This alignment strengthens public trust, reinforces the value of APT credentials, and avoids confusion among stakeholders, members, and the communities we serve.

Any variation, misuse, or unauthorized modification of APT’s logos or branding elements can dilute the organization’s identity and undermine its reputation. For this reason, all affiliated entities are expected to adhere to established branding guidelines and obtain appropriate approvals when necessary. A unified brand presence not only protects APT’s intellectual property, but also amplifies the collective impact and recognition of the play therapy profession.

Intellectual Property


1. APT owns all rights in the APT Name, “Association for Play Therapy” (U.S. Reg. No. 2,655,409), the APT Trademark (U.S. Reg. No. 1,904,803), the APT Logo, the Branch, Chapter, and Gold Branch Logos, and the Approved Center and Approved Provider Logos (the “Marks”).
2. **Only APT may utilize the APT Trademark for non-Logo purposes.**
3. APT retains the sole and exclusive right to alter, revise, or combine these Marks with or without other graphic designs; and will protect and enforce its rights in these Marks.

APT Trademark - Only APT may utilize the APT Trademark for non-Logo purposes	
APT Trade Name:	ASSOCIATION FOR PLAY THERAPY
APT Trademark:	

APT Logo Guidelines


Individuals and organizations must observe these policies and guidelines when utilizing or displaying the Logo.

1. The APT Logo may be displayed ONLY as a link to the APT website, www.a4pt.org, by individuals and organizations (reputable community, governmental and mental health) on their respective websites.
2. Abide by the Logo color guidelines.

APT Logo	
	Incorporates <ul style="list-style-type: none"> • the APT name • the APT Trademark • geographic reference to the scope of use.

APT Logo Colors


Although it is preferred that the three standard colors described below be displayed whenever possible to promote a uniform identity, users may, at the CEO's discretion, display the logo using only one, two, or three of the approved colors listed below.

APT Logo Colors	
	<p>The official APT Logo colors are:</p> <ul style="list-style-type: none"> • The APT Name is blue or Pantone 294, font is Myriad Bold. • The APT Trademark is red or Pantone 1797 • The Geographic Scope text is gold or Pantone 124; font is Myriad Bold Italic. • The Chapter Name is blue or Pantone 294 • The Logo background is white

Branch Name and Logo Guidelines

Use of the Marks by Branches and Chapters is limited to those Branches and Chapters in good standing with APT and inures for the benefit of APT. Branches, and if applicable, their Chapters must observe the following policies and guidelines when utilizing or displaying the Logo.


1. APT requires that each Branch use and display only the official Branch logo provided by APT.
2. APT provides each Branch with an official Branch Logo in various formats that reflect the Branch's geographic designation. These logos are the only approved versions for use.
3. Branches may not create their own logos or alternative versions using the APT name, branch name, marks, or design elements.
4. APT requires the use of the official Branch logo on their respective websites and promotional items (brochures, t-shirts, etc.).
5. The Branch Logo may not be altered in any way. Branches may not modify, recreate, deconstruct, rearrange, or add elements to the logo. This includes changing fonts, colors, proportions, or separating elements of the logo.
6. The Branch Logo may not be incorporated into another graphic or design. This includes placing the logo within shapes, illustrations, or other visual elements (e.g. state outlines, icons, or other graphics).
7. The Branch Logo must appear as a stand-alone mark. When using Logo in promotional material, consider placement (e.g. Logo on front, back, or sleeve of merchandise is acceptable).
8. Branches must abide by the Logo color guidelines.

Branch Name and Logo	
Branch Name:	<p>APT authorizes each Branch to incorporate its branch name in the APT Name according to this formula: Branch Geographic Scope + Association for Play Therapy. Example: Arkansas Association for Play Therapy</p>
Branch Logo:	<div style="display: flex; align-items: center;">  <div> <p>Incorporates</p> <ul style="list-style-type: none"> • the APT name • the APT Trademark • geographic reference to the scope of use. </div> </div>

Chapter Name and Logo Guidelines

Use of the Marks by Chapters is limited to those Chapters in good standing with APT and their Branch and inures for the benefit of APT. Each Chapter is an affiliate of, and regulated by the Branch that created it. Chapters must observe these policies and guidelines when utilizing or displaying the Logo.

1. At the discretion of the Branch, a Chapter may display either the official Branch Logo or an official Chapter Logo that includes the Chapter name (Chapter Logo).
2. Each Branch may request that APT revise its Branch Logo to reflect the name of its Chapter(s). A fee will apply for the creation of each Chapter Logo.
3. Chapter Logos may only be created, altered, or revised by APT and not by the Branch or the Chapter.
4. Chapters must abide by the APT Logo color and usage guidelines, and all logo policies applicable to Branches outlined above.

Chapter Name and Logo	
Chapter Name:	APT authorizes each Branch, with one or more Chapters, to incorporate the name of each Chapter within the APT Name according to this formula: Chapter Name + Branch Geographic Scope + Association for Play Therapy. Example: Alamo Chapter of the Texas Association for Play Therapy
Chapter Logo:	 <p>Incorporates</p> <ul style="list-style-type: none"> • the APT name • the APT Trademark • geographic reference to the scope of use.

Gold Branch Logo

Branches awarded the designation of Gold Branch may display the Gold Branch logo.



APT Approved Center of Play Therapy Education Logo Guidelines

Universities designated as Approved Centers of Play Therapy Education may display the Approved Center logo on their respective websites, promotional materials, and certificates of attendance. When displaying the logo on a website, it must be linked back to the APT website (www.a4pt.org).



APT Approved Provider of Play Therapy Continuing Education Logo Guidelines

Individuals or organizations designated as Approved Providers of Play Therapy Continuing Education may display the Approved Provider logo on their respective websites, promotional materials, and certificates of attendance. When displaying the logo on a website, it must be linked back to the APT website (www.a4pt.org).



Contact

To request a logo, contact the APT office, (559) 298-3400. To avoid confusion and unauthorized Logo use, contact Kathryn Leiby, President & CEO, Association for Play Therapy, (559) 298-3400 ext. 315, kleiby@a4pt.org.

History:

October 1, 2008 – Logo policies implemented.

August 2, 2016 – Logo policies revised.

March 27, 2026 – Logo policies updated and clarified.