



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 uniform public “brand” (or identity) for play therapy, APT, its chartered branches (Branches) and their authorized chapters (Chapters).

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 Trade Name:	ASSOCIATION FOR PLAY THERAPY	
APT Trade Mark:		The APT Trademark is blue or Pantone 294

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. Although it is preferred that the three standard colors described above 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: Incorporates <ul style="list-style-type: none"> • the APT name • the APT Trademark • geographic reference to the scope of use. 		The official APT Logo colors are: <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 Logo background is white.
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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, please link 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, please link back to the APT website (www.a4pt.org).



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 these policies and guidelines when utilizing or displaying the Logo.

1. APT requires that each Branch use and display only their specific Branch Logo. APT encourages the use of this logo on their respective websites and promotional items (brochures, t-shirts, etc.)
2. APT provides to each Branch a Branch Logo in various formats reflecting its geographic scope.
3. The Branch Logo can only be altered or revised by APT.
4. Although it is preferred that the three standard colors described above 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.

<p>Branch Name:</p>	<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: South Dakota Association for Play Therapy</p>	
<p>Branch Logo: Incorporates</p> <ul style="list-style-type: none"> • the APT name • the APT Trademark • geographic reference to the scope of use. 		<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 Logo background is white.

Gold Branch Logo


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



Chapter 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. 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, each Chapter may display only the Branch Logo or a revised Branch Logo that also includes its Chapter name (Chapter Logo).
2. Each Branch pays a fee to APT to revise its Branch Logo to reflect the name of its Chapter(s).
3. The Chapter Logo may only be altered or revised by APT and not by the Branch or the Chapter.
4. Although it is preferred that the three standard colors described above 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.

<p>Chapter Name:</p>	<p>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: North Texas Chapter of the Texas Association for Play Therapy</p>	
<p>Chapter Logo: Incorporates</p> <ul style="list-style-type: none"> • the APT name • the APT Trademark • geographic reference to the scope of use. 		<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

Contact

To request a logo, contact the APT office, (559) 298-3400.

To avoid confusion and unauthorized Logo use, contact Kathryn Lebby, President & CEO, Association for Play Therapy, (559) 298-3400 ext 6, klebby@a4pt.org.

History:

October 1, 2008 – Logo policies implemented.

August 2, 2016 – Logo policies revised.