



CPA Logo

Frequently Asked Questions and Answers

1. Why did the CPA and AICPA logos change?

One of the AICPA's strategic priorities is to strengthen who the AICPA is in the eyes of our current and prospective members, employees and key stakeholders. Our brand identity system is a key piece of it. We did extensive research and what we learned served as the foundation for a new branding identification system. The newly revised AICPA and CPA logos are an evolution of our current brands, conveying a more modern feel, while preserving the core logo elements that stand for history of commitment to excellence and dedication to service in the marketplace.

2. How can the CPA logo be used and by whom?

AICPA members, CPAs and state CPA societies are encouraged to use the CPA logo in any promotional material, such as advertising campaigns, brochures, stationery and business cards, signs, and other promotions.

3. Can I use the CPA logo with or without the tagline?

Yes, the CPA logo and tagline may be used separately and files for each style of logo are available for download. Please note that the CPA mark doesn't take a registered trademark symbol because the acronym is in common usage. The CPA tagline is "America Counts on CPAs®." For greater impact, it is preferable to use both the logo and the tagline together whenever possible and appropriate. The tagline should always include the ® symbol.

4. Can I redraw or recreate the logos?

5. No. The logo must be used as it has been created and may not be redrawn or recreated. However, the logo may be resized as a whole but should not be elongated or made taller so as to be disproportionate.

6. Is there a minimum print size for the logo?

Yes. To ensure the legibility of the logos and tagline, the minimum recommended print size is .6 inches wide.

7. Are there restrictions on where the logo may be placed on stationery and business cards?

No. You may place the desired logo and/or tagline anywhere you prefer.

8. What is the typeface used in the logo?

The font is Avenir 85.

9. May I run the logo in any color?

No. The CPA logo may appear in AICPA blue (PMS 2935), black or white (knockout to background).

10. What file formats is the CPA logo available in for download?

The CPA logo is available in a hi-res format (jpg) for use in high quality printing or in low resolution for Word documents, PowerPoint presentations, online, etc.

11. May I use the AICPA logo for promotional purposes?

For liability reasons, you are not permitted to use the AICPA logo in your own promotions, however, if you are a member of the AICPA, you may use our new Member of AICPA logo, which can be found, along with usage guidelines, in the [CPA Marketing Toolkit](#) on [AICPA.org](#), or by clicking [here](#). You must sign in to the AICPA.org site to access this logo.