

**Your complete guide to
how to use our
Accreditation Awards logos
and EMCC name**



Introduction

Our public identity

Let us start by once again congratulating you on your accreditation award.

After all that hard work to gain your award we'd like to help you make the most of it and to tell the world of your great achievement.

We have prepared this guide for you to use with your award logo on your email signature, your website, your social-media, your marketing materials etc. The guide covers all EMCC accreditations.

The correct use of our logos makes all the difference to EMCCs public identity, which is an important asset. It is therefore very important that if you are to use our logos that this is done correctly.

If you have any questions at any time regarding this guide please contact accreditation@emccglobal.org

Use of EMCC Names and Logos

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Use of EMCC Names and Logos

Global Individual Accreditation (EIA)

You will have received the EIA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



Individuals awarded the EIA may state that they are an 'EMCC Accredited Coach/Mentor at [level awarded] level'.

Example:

I am an EMCC Accredited Coach at Master Practitioner level

I am an EMCC Accredited Mentor at Master Practitioner level

I am an EMCC Accredited Coach/Mentor at Master Practitioner level

Use of EMCC Names and Logos

Global Supervision Individual Accreditation (ESIA)

You will have received the ESIA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



Individuals awarded the ESIA may state that they are an **'EMCC Accredited Coach/Mentor Supervisor'**.

Example:

I am an EMCC Accredited Coach Supervisor

I am an EMCC Accredited Mentor Supervisor

I am an EMCC Accredited Coach/Mentor Supervisor

Use of EMCC Names and Logos

Individual Programme Manager Accreditation (IPMA)

You will have received the IPMA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



Individuals awarded the IMPA may state that they are an **'EMCC Accredited Programme Manager.**

Example:

I am an EMCC Accredited Programme Manager at Foundation Level

I am an EMCC Accredited Programme Manager at Practitioner Level

I am an EMCC Accredited Programme Manager at Senior Practitioner Level

I am an EMCC Accredited Programme Manager at Master Practitioner Level

Use of EMCC Names and Logos

Individual Team Coaching Accreditation (ITCA)

You will have received the ITCA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



Individuals awarded the ITCA may state that they are an **'EMCC Accredited Individual Team Coach.**

Example:

I am an EMCC Accredited Team Coach at Foundation Level

I am an EMCC Accredited Team Coach at Practitioner Level

I am an EMCC Accredited Team Coach at Senior Practitioner Level

I am an EMCC Accredited Team Coach at Master Practitioner Level

Use of EMCC Names and Logos

Global Quality Award (EQA)

You will have received the EQA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



In their materials and marketing, organisations awarded the EQA may state that they hold the '**the EQA conferred by EMCC**' followed by the title(s) of the applicable course(s), programme(s) or qualification(s).

They may if they wish give the titles in full i.e. **Global Quality Award conferred by the EMCC**.

These organisations may show the EQA logo with the EMCC logo provided it is clear that these relate to specific award(s) and not to their services in general.

The EQA logo and level must appear on all certificates given to students.

Those **students** who have successfully completed a programme that has been awarded the EQA may state the qualification awarded by that programme and the programme or provider name followed by the words 'a **course that holds the EQA conferred by EMCC**'.

Alternatively, they may state the title of the course followed by the statement that it has been '**awarded the EQA conferred by EMCC**'.

Examples:

John Smith Coaching Training holds the Global Quality Award conferred by the EMCC for their Coaching Fundamentals course

John Smith Coaching Training holds the Global Quality Award conferred by the EMCC for their Mentoring Fundamentals course

I have successfully completed the Coaching Fundamentals course at John Smith Coaching Training, a course that holds the EQA conferred by EMCC

I have successfully completed the Mentoring Fundamentals course at John Smith Coaching Training, a course that holds the Global Quality Award conferred by the EMCC

Use of EMCC Names and Logos

Global Supervision Quality Award (ESQA)

You will have received the ESQA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



In their materials and marketing, organisations awarded the ESQA may state that they hold the '**the ESQA conferred by EMCC**' followed by the title(s) of the applicable course(s), programme(s) or qualification(s).

They may if they wish give the titles in full i.e. Global Supervision Quality Award conferred by the EMCC.

These organisations may show the ESQA logo with the EMCC logo provided it is clear that these relate to specific award(s) and not to their services in general.

The ESQA logo must appear on all certificates given to students.

Those **students** who have successfully completed a programme that has been awarded the ESQA may state the qualification awarded by that programme and the programme or provider name followed by the words 'a **course that holds the ESQA conferred by EMCC**'.

Alternatively, they may state the title of the course followed by the statement that it has been '**awarded the ESQA conferred by EMCC**'.

Examples:

John Smith Coaching Training holds the ESQA conferred by EMCC for their Coaching Supervisors course

John Smith Coaching Training holds the holds the Global Supervision Quality Award conferred by the EMCC for their Mentoring Supervisors course

I have successfully completed the Coaching Supervisors course at John Smith Coaching Training, a course that holds the ESQA conferred by EMCC

I have successfully completed the Mentoring Supervisors course at John Smith Coaching Training, a course that holds the Global Supervision Quality Award conferred by the EMCC

Use of EMCC Names and Logos

Programme Manager Quality Award (PMQA)

You will have received the PMQA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



In their materials and marketing, organisations awarded the PMQA may state that they hold the '**the PMQA conferred by EMCC**' followed by the title(s) of the applicable course(s), programme(s) or qualification(s).

They may if they wish give the titles in full i.e. Programme Manager Quality Award conferred by the EMCC.

These organisations may show the PMQA logo with the EMCC logo provided it is clear that these relate to specific award(s) and not to their services in general.

The PMQA logo must appear on all certificates given to students.

Those **students** who have successfully completed a programme that has been awarded the PMQA may state the qualification awarded by that programme and the programme or provider name followed by the words 'a **course that holds the PMQA conferred by EMCC**'.

Alternatively, they may state the title of the course followed by the statement that it has been '**awarded the PMQA conferred by EMCC**'.

Examples:

John Smith Coaching Training holds the PMQA conferred by EMCC for their Programme Manager Coaching/Mentoring Training course

John Smith Coaching Training holds the holds the Programme Manager Quality Award conferred by the EMCC for their Programme Manager Coaching/Mentoring Training course

I have successfully completed the Programme Manager Coaching Training course at John Smith Coaching Training, a course that holds the PMQA conferred by EMCC

I have successfully completed the Programme Manager Mentoring Training course at John Smith Coaching Training, a course that holds the Programme Manager Quality Award conferred by the EMCC

Use of EMCC Names and Logos

Team Coaching Quality Award (TCQA)

You will have received the PMQA logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



In their materials and marketing, organisations awarded the TCQA may state that they hold the **'the TCQA conferred by EMCC'** followed by the title(s) of the applicable course(s), programme(s) or qualification(s).

They may if they wish give the titles in full i.e. Team Coaching Quality Award conferred by the EMCC.

These organisations may show the TCQA logo with the EMCC logo provided it is clear that these relate to specific award(s) and not to their services in general.

The TCQA logo must appear on all certificates given to students.

Those **students** who have successfully completed a programme that has been awarded the PMQA may state the qualification awarded by that programme and the programme or provider name followed by the words 'a **course that holds the TCQA conferred by EMCC**'.

Alternatively, they may state the title of the course followed by the statement that it has been 'awarded the **TCQA conferred by EMCC**'.

Examples:

John Smith Coaching Training holds the TCQA conferred by EMCC for their Team Coaching course

John Smith Coaching Training holds the holds the Team Coaching Quality Award conferred by the EMCC for their Team Coaching course

I have successfully completed the Team Coaching course at John Smith Coaching Training, a course that holds the TCQA conferred by EMCC

I have successfully completed the Team Coaching course at John Smith Coaching Training, a course that holds the Team Coaching Quality Award conferred by the EMCC

Use of EMCC Names and Logos

Individual Standards for Mentoring and Coaching Programmes (ISMCP)

You will have received the ISMCP logos at the time of award, if you require these to be sent to you again please contact accreditation@emccglobal.org



In their materials and marketing, organisations awarded the ISMCP may state that they hold the **'the ISMCP conferred by EMCC'** followed by the title(s) of the applicable course(s), programme(s) or qualification(s).

They may if they wish give the titles in full i.e. Individual Standards for Mentoring and Coaching Programmes conferred by the EMCC.

These organisations may show the ISMCP logo with the EMCC logo provided it is clear that these relate to specific award(s) and not to their services in general.

The ISMCP logo must appear on all certificates given to those who have completed the programme.

Examples:

John Smith Company holds the ISMCP conferred by EMCC for their coaching Programme

John Smith Company holds the International Standards for Mentoring and Coaching Programme Award conferred by the EMCC for their mentoring programme

Use of EMCC Names and Accreditation Logos

In order to present a consistent image and preserve the integrity of our accreditations, please observe the following guidelines when using the logos in your materials

The accreditation brand font is Myriad Pro. This is a versatile font family and is suitable for a wide range of materials.

If Myriad Pro is not available - and for all Word, Publisher and PowerPoint documents - we recommend you use the Trebuchet font which is complimentary to the logos and commonly available.

Whichever of these fonts you use, be consistent with it as the main font within the course of a single document.

Use of EMCC Names and Accreditation Logos

Exclusion zone and placement

In addition to its own composition, all EMCC accreditation logos must maintain clear space between graphic elements in order to maintain its correct perception.



The best way to follow this rule is to always ensure that the clear space around the logo is relative to the same height as the 'E' in the accreditation logo – as above.

Use of EMCC Names and Accreditation Logos

Accreditation Logo usage

It is important to use any of the EMCC Accreditation logos entirely as described in this guide, without distorting or separating elements, or applying it over colours or backgrounds not allowed by the use of EMCC Brand.

Incorrect usage:

DO NOT distort width or height proportion nor change the LOGO colours.

Other than scaling, NEVER change the shape, stretch or squash the EMCC logos!

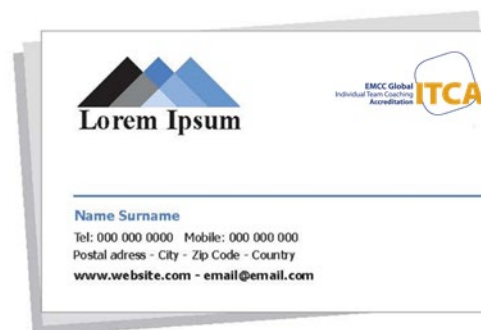


Use of EMCC Names and Accreditation Logos

Accreditation Logos – User Applications

EMCC Accreditation award holders may include the relevant Accreditation logo in their email footers and on business cards.

The examples below show how EMCC accreditation credentials can be placed alongside a personal/business at the bottom of emails or on business cards.



Use of EMCC Names and Accreditation Logos

Colour palette

These are the official EMCC brand colours.



EMCC Yellow
CMYK 0, 45, 100, 0
RGB 228, 158, 40
Pantone 138



EMCC Blue
CMYK 100, 82, 16, 4
RGB 36, 61, 122
Pantone 281

The EMCC primary colours can be used in transparency formats as below



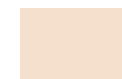
100%



80%



60%



40%



100%



80%



60%



40%

Key contacts

Should you have any queries regarding these EMCC Accreditation logo use guidelines, please contact:

accreditation@emccglobal.org