



Governmental Audit Quality Center (GAQC) Logo and Logo Usage Guidelines

Consistent usage of the GAQC Center logo will increase brand recognition, enhance awareness, and provide maximum impact of the Center membership.

In order to ensure consistent use of the GAQC logo, we have established the following usage guidelines.

What are the proper ways to use the logo?

- The GAQC logo may not be re-colored.
- The GAQC logo should never be redrawn, modified, or otherwise distorted. When used in different sizes, the entire GAQC logo must be scaled in proportion to its original measurements.
- The GAQC logo must always include the text that says Governmental Audit Quality Center. The logo should not be scaled down to a size so small that this text is no longer legible.
- The suggested font for use with the GAQC logo is Arial. This standard PC font allows all members of the GAQC to be promoting the same look, increasing the recognition of the GAQC logo.

Where should I use the GAQC logo?

The GAQC logo may be used in a number of different ways. Before implementing any of the marketing ideas listed below, please carefully read the GAQC logo usage guidelines noted above to ensure proper usage of the GAQC logo.

- Include the GAQC logo on your business cards.
- Include information about the GAQC firm membership in your professional biography.
- Include the GAQC logo in your e-mail signature.
- Add the GAQC logo to your fax cover sheets.
- If appropriate, incorporate the GAQC logo into your corporate stationery.
- Include information about your membership in the Center, along with the GAQC logo, in your marketing brochure and on your web site.
- Use the GAQC logo and information about your membership in the Center in your proposals in accordance with the GAQC usage guidelines noted above.
- Include the GAQC logo in your PowerPoint presentations. In addition, to your company logo, you can incorporate the GAQC logo on the master slide and have the logo appear on all slides.
- Edit the [sample GAQC PowerPoint slides](#) and include them in your sales and marketing presentations to ensure your audience understands the benefits of doing business with a firm that is a member of the GAQC.

- Make sure to include the announcement of your GAQC membership and the GAQC logo in your company newsletter, if you have one.
- Send out an announcement to clients, prospects, and contacts letting them know that you are a member of the GAQC (and why that benefits them) and include the GAQC logo.
- Send out a [press announcement](#) regarding your membership in the Center, using the sample release provided.

Who may use the GAQC logo?

- Only AICPA GAQC members in good standing can use the GAQC logo. If your AICPA GAQC membership is terminated, you will no longer be able to use the GAQC logo.
- The use of the GAQC logo on letterheads, business cards, and other marketing materials is governed by the rules of the board of accountancy in the state(s) in which you practice.