Graphic Information for Certification Maintenance Providers

This toolkit contains valuable information regarding the Certification Maintenance program. If you have a question, please e-mail CM provider customer service at AICPCM@planning.org.
Welcome to Certification Maintenance, a continuing education program from the American Planning Association’s (APA) professional institute, the American Institute of Certified Planners (AICP). On behalf of all AICP members, thank you for your participation and your commitment to advancing the planning profession. We have created this CM Graphic Tool Kit to assist you in marketing your educational activities.
**CM Parent Mark**

We recommend use of the CM parent mark to signal that your program offers CM credits in your catalogs, websites, and other communications.

Use the long-version parent mark (color or black and white) if space allows. It is the preferred mark. Otherwise, use the short-version parent mark. Note: The minimum size requirement for this mark is 1/2" wide.

Please accompany the parent mark with the following brief description:

AICP members can earn Certification Maintenance (CM) credits for this activity [or many activities at this event]. When CM credits are available, they are noted at the end of an activity description. More information about AICP’s CM program can be found at www.planning.org/cm.

Follow the download instructions to access digital art files of both color and black and white versions of the parent marks.
CM Satellite Mark

The CM satellite mark should be used to tag individual session or workshop listings that offer CM credits. The number in the center states how many credits are available to participants or attendees of that particular activity. The words Ethics and Law are added when pertinent to those particular credits.

Because the number of credits available must be assigned per activity, we are not able to provide you with final artwork for the CM satellite mark. Rather, you’ll need to create this simple typographic mark on an as-needed basis by following the type specifications shown below.

1. CM should be typeset in Arial Black and at the same point size as the activity listing it’s attached to, but please do not go less than 6 point.
   
   CM should be printed in APA Blue, PMS 653. For process jobs, please use this formula: Cyan 96  Magenta 53  Yellow 5  Black 24. For black and white reproduction, CM should be printed in a 50 percent screen of black.
   
   A full word space should follow CM. This space should be assigned Arial Black and the same point size as CM.

2. Next, typeset a capital I in Arial Narrow and at the same point size as CM.
   
   This capital I becomes the vertical dividing line and should be printed in APA Blue (see specs above). For black-and-white reproduction, the vertical dividing line should be printed in a 50 percent screen of black, like CM.
   
   A full word space should then follow the capital I. This space, like the space before the I, should be assigned Arial Black and the same point size as CM.

3. The number of credits should also be typeset in Arial Black and at the same point size as CM.
   
   This should be printed in AICP Red, PMS 180. For process jobs, please use this formula: Cyan 0  Magenta 90  Yellow 100  Black 10. For black and white reproduction, the number of credits should be printed in solid black.
   
   A full word space should follow the number of credits. This space should be assigned Arial Black and the same point size as CM.

4. For credits requiring the Ethics or Law descriptor typeset the vertical rule following the directions listed in step 2.

5. Finally, for Ethics or Law-specific credits, follow these instructions.
   
   Typeset Ethics and Law in Arial Regular and at the same point size as CM. Make sure to capitalize the first letter.
   
   This should be printed in APA Blue, PMS 653 (see specs in step 1). For black and white printing, this text should be a 50 percent screen of black.