

Brand Protection

The visual aspect of the AFP brand can only be established through accurate and consistent usage of our common name and logo throughout North America and the world. Alterations and distortions of our common name and logo dilute their impact, weaken our identity, and endanger the legal protections afforded our trademarks. Uniform use of our name and logo is essential for creating an internationally recognizable identity and reference for our chapters and members.

To ensure accurate and consistent visual brand identity, the Official AFP Guide to Logo Usage and Brand Protection must be followed.

Excerpts from the Official AFP Guide to Logo Usage and Brand Protection:

AFP Brand Protection Policy

The official name, acronym, logo, and trademarks of the Association of Fundraising Professionals (AFP) are owned by AFP and shall be reserved for the exclusive use of the international association and may only be used by chapters as authorized in accordance with the Chapter Affiliation Agreement and the AFP Logo Usage Guide, or as authorized in writing by AFP Global.

Chapter-specific logos have been prepared in compliance with AFP's naming convention for chapters. AFP chapters shall use chapter-specific logos on all chapter materials, websites, and promotional materials, always in compliance with the Logo Usage Guide.

If you have questions about the AFP name or use of the AFP logo, please contact AFP Global at (800) 666-3863 or paffairs@afpglobal.org.

Certification

This is a statement, signed by the incoming chapter president, certifying that the chapter understands the existing guidelines and policies.