


## Protocol Governing the Use of the AAFCS Seal of Accreditation

AAFCS Accreditation – The Seal of Excellence	
 The logo is circular with a white background. The outer ring contains the text "THE FAMILY AND CONSUMER SCIENCES" at the top and "SEAL OF EXCELLENCE" at the bottom. In the center, the word "Accredited" is written in a large, red, cursive font. Below it, in smaller black text, it says "Accredited by the AMERICAN ASSOCIATION OF FAMILY & CONSUMER SCIENCES". At the bottom center is a red decorative flourish.	<p>Programs accredited by AAFCS demonstrate excellence in providing educational experiences that prepare students for professional roles to improve the quality of life for individuals, families and communities.</p> <p><b>Quality:</b> Accredited units are peer reviewed and meet or exceed the required level of quality in terms of institutional environment, instructional programs that reflect the profession's body of knowledge, research and scholarship, faculty qualifications, and student services.</p> <p><b>Accountability:</b> Accredited units have established standards and procedures for assessing learning outcomes that are consistent and clear.</p> <p><b>Improvement:</b> Accredited units are committed to monitoring and continuously improving the learning environment to ensure a high level of student achievement is maintained.</p>



This protocol covers the use of the AAFCS Accreditation Seal in all communications, both print (marketing literature and stationery) and electronic (i.e., websites, email, electronic brochures, PowerPoint presentations, DVDs, videos, etc.).

The AAFCS Accreditation Seal is viewed as an important element in establishing a recognizable and respected brand for AAFCS Accredited Units.

The display of the Seal by an accredited unit in any circumstance only indicates that a unit has been found to meet or exceed stated criteria of educational quality based on the accreditation standards as documented in *Accreditation Documents for Undergraduate Programs in Family and Consumer Sciences, 2010 Edition*. The display of the seal does not indicate that the policies and views of units, faculty or students are endorsed by AAFCS.

### Who may use the Seal

The AAFCS Accreditation Seal should only be used by units that are officially/fully accredited by AAFCS.

The AAFCS Accreditation Seal may be used by faculty within accredited units in instances which represent the accredited unit and not for personal representation.

The Seal represents an accredited unit and may not be used on personal items (i.e. resumes, etc) representing individual members of AAFCS or individual members of an accredited unit.

#### How the Seal should be displayed

- The AAFCS Accreditation Seal of Excellence statement of quality, accountability, and improvement may not be altered in anyway. The AAFCS Seal of Excellence statement may be used in conjunction with the AAFCS Accreditation Seal.
- The Seal may be proportionately enlarged or reduced to fit the size of the advertising and promotional material, but alteration of the design and font of the Seal is not allowed. When resizing the Seal, you must maintain the aspect ratio between the width and the height to prevent a skewed or squashed appearance. Do not place any other object or piece of art work directly next to the Seal. Leave a ¼” circle of white space. The Seal may be scanned for electronic use. Output resolution should ensure high quality reproduction when printed or displayed on screen.
- The accredited unit’s name must be displayed along with the Seal. The unit’s name must be more prominent than the Seal
- The contents of the accredited unit’s advertising and promotional material bearing the Seal must be lawful, honest, truthful, and must not contain any defamatory, discriminatory or offensive content.
- No other color variations of the Seal are permissible. The Seal should be used in Pantone colors 208 (burgundy) and 2767 (navy). Black and white is permissible.
- The Seal must always be used at a size where all words are visible. (2”)
- The Seal may not be used as a design element of any other logo or trademark;
- The Seal may not be used in any manner that might disparage or injure the reputation of the family and consumer sciences field;

#### Where the accredited unit may use the Seal

- Publicity or Advertising
- Recruiting Materials
- Social Networking Sites (managed by the accredited unit)
- Stationery
- Webpage

#### Fit within Institution Protocol

Any accredited unit desiring to use the logo in any form within the academic setting should contact the appropriate offices/departments that establish university/college protocol for its own logos for print materials, websites, letterheads, etc.

### Third-Party Use of the Seal

Authorization to use the Seal by third parties where the sole purpose of the intended usage is the sale/promotion/marketing of a product or service requires a signed agreement with AAFCS.

### How to Obtain the Seal

For quality purposes, the Seal must never be sourced from anywhere except AAFCS Headquarters. Copying from any other website or scanning from another source is not permissible under any circumstance and will be seen as a breach of this protocol.

### Monitoring of Use of the Seal

AAFCS may at its sole discretion decide whether a unit's use of the Seal has violated these Guidelines, and may at any time demand the unit stop or alter its use of the Seal. AAFCS' interpretation on the provisions of these Guidelines shall be final and conclusive. In case of dispute, AAFCS has the authority to make final and binding decisions.

For inquiry on the Guidelines on use of the Seal, please email [pr@aafcs.org](mailto:pr@aafcs.org).