

CMA logo usage policies of the American Association of Medical Assistants, Inc.



The Certified Medical Assistant® (CMA) name, acronym and logo are the property of the American Association of Medical Assistants (AAMA) and cannot be used in any way by any party other than the AAMA Certifying Board, with the

exception of limited use by the AAMA and its grantees. Permission by the AAMA to use the CMA name, acronym and/or logo may be granted only to the following persons/entities, to use in the following ways:

Certified Medical Assistants

Open permission is granted only to medical assistants who have been certified by the American Association of Medical Assistants by sitting for and passing the AAMA CMA Certification/Recertification Examination to use the Certified Medical Assistant® name and acronym and wear the Certified Medical Assistant® pin. (Note: All Certified Medical Assistants employed or seeking employment must have current status in order to use the CMA credential in connection with employment.)

State society and local chapter affiliates

The AAMA Certifying Board must remain ever vigilant in the abuses and cautious in the uses of the CMA logo to ensure that an image of the highest professional standards is maintained. Therefore, state and chapter affiliates may not use the CMA logo for any purpose. State society and local chapter affiliates may not use the CMA name, acronym and/or logo on display and/or on fundraising items.

Publishers

Publishers of reputable medical assisting textbooks (or other legitimate educational materials) may use the CMA name, acronym, logo and/or photo of the CMA pin if specifically granted written permission by the AAMA. The CMA name, acronym, logo and/or pin photo may be used only if it is printed for the purpose of, and in the context of, educating and informing the reader about the Certified Medical Assistant.® The CMA name, acronym, logo and/or pin photo may not be used on the cover of the textbook, nor any

place on or in the textbook, in a manner that could imply that the book is an AAMA publication, or that the AAMA is endorsing or approving the book or the materials for CMA certification.

The CMA name, acronym, logo and/or pin photo may be used as one allied health association name, acronym, logo and/or pin photo among many such names, acronyms, logos and/or pin photos arranged as a montage on the cover of, or on a page of, a reputable medical assisting textbook (or other legitimate educational materials) in a manner that does not imply that the book is an AAMA publication or that the AAMA is endorsing or approving the book or the materials for CMA certification.

Decisions about acceptable uses of the CMA name, acronym, logo and/or pin photo in textbooks shall be made by the AAMA Communications and Marketing Department and the AAMA Executive Director. The AAMA Certifying Board and outside legal counsel may be consulted if deemed necessary by the AAMA Executive Director.

Rights reserved

Because the AAMA holds the rights to the Certified Medical Assistant® (CMA) name, acronym, logo and pin, the AAMA reserves the right to withdraw permission for the use of the CMA name, acronym, logo and pin at any time by written notice for any reason or for no reason at all.

For more information

Any questions regarding the use of the CMA name, acronym, logo and/or pin may be directed to the Communications and Marketing Department of the American Association of Medical Assistants.



AMERICAN ASSOCIATION
OF MEDICAL ASSISTANTS

20 N. WACKER DR., STE. 1575
CHICAGO, ILLINOIS 60606

Website: www.aama-ntl.org Phone: 800/228-2262 Fax: 312/899-1259
