

PATCA CPC and SCPC Logo Usage Guidelines

August, 2013



Business Cards

Recommended logo placement is in the lower left or lower right.

The CPC or SCPC logo should not be larger or more prominent than the member's own name, company, trademark or logo

Alternately, the text or abbreviation can be used without the logo.



Email Signatures

In an e-mail signature, it is recommended to use either the logo, text, or abbreviation of CPC or SCPC (along with any other credentials you may have)

X-Y-Z
XYZ Company

John Q. Public
123 Maple St.
Santa Clara, CA 95051
Office: 408-123-4567
Cell: 510-987-6543
jpublic@xyzcomp.com

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Cell: 510-987-6543
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PATCA Certified Professional Consultant

Letterhead

Recommended placement of the Logo is in the lower-left or lower-right corner the of the letterhead page.

The logo for XYZ Company, featuring the letters 'X', 'Y', and 'Z' in a bold, orange, sans-serif font, each contained within a separate grey square.

XYZ Company
123 Maple St.
Santa Clara, CA 95051

Dear Client,

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32

Best Regards,

John Q. Public

John Q. Public

CPC | **CERTIFIED**
P A T C A | PROFESSIONAL CONSULTANT