



The “ALA Accredited” logo is a registered trademark of the American Library Association. Upon request, the ALA Office for Accreditation will provide a copy of the logo in various colors and file formats to ALA accredited programs free of charge. To successfully protect the public interest in peer reviewed, quality-assured master of library and information studies education programs, please use the trademark consistently in accordance with the following guidelines.

### **Description of the logo**

The “ALA Accredited” logo consists of a double outlined circle with the words “ALA Accredited” in the center. The words “American Library Association” run from left to right on the top inside edge of the inner circle and the words “Committee on Accreditation” run from left to right on the bottom inside edge of the inner circle. The typefaces are as follows: “ALA” is Meta Bold, “Accredited” is Meta Book, and “American Library Association” and “Committee on Accreditation” are in Bell Gothic. The colors for the logo are red and blue, with the words "ALA" in red (PMS 032) and "Accredited" in blue (PMS 072). The words, “American Library Association” and “Committee on Accreditation” are in blue (PMS 072) and the double outline is also in blue (PMS 072).

### **Proper use of the “ALA Accredited” logo**

ALA-accredited master’s programs in library and information studies may use the “ALA Accredited” logo as follows:

- From [AP3, section I.7 Accreditation statuses](#): Any display of the ALA Accredited logo must include the specific status as granted by COA: Continued, Initial, or Conditional. See the specific status section for the required statement. Specific language to use is indicated in individual status sections (Initial: [I.11.2](#), Continued: [I.12.1](#), and Conditional: [I.13.1](#)).
- ALA-accredited programs may use the logo on signs, brochures, web sites, or other informational, recruiting and promotional materials.

- Instead of red and blue type, ALA-accredited programs may use black or white type for the entire logo. No other colors or typefaces are acceptable.
- Any other uses by ALA-accredited programs and any use by parties other than ALA accredited programs must receive the prior written approval of ALA.

### **Improper use of the “ALA Accredited” logo**

- It is impermissible to insert any other words or phrases into the logo, such as "Exemplar University" or "SLIS."
- ALA-accredited programs may not use the logo on merchandise intended for sale.
- Non-ALA-accredited programs may not use the logo for any purpose. Programs seeking ALA accreditation or currently in Precandidacy or Candidacy status are not ALA accredited and therefore may not use the logo.

If you have any questions about the “ALA Accredited” logo or its use, please contact the ALA Office for Accreditation at (312) 280-2432 or [accred@ala.org](mailto:accred@ala.org).