

INTERNATIONAL BUSINESS TRAINING ASSOCIATION
7665 Davie Road Extension, Suite 203, Davie, FL 33024
+1.866.330-IBTA
www.IBTAlearning.com, www.cbpcertify.com



CBP Logo Usage Guidelines



The International Business Training Association (IBTA) allows the use of the Certified Business Professional, CBP logos (CBP, CBPe and CBPme) for resumes, CV's, websites and brochures so long as the applicable certification is adjacent. The recommended placement for the logo is the bottom corner, either left or right of the material. The CBP certified individual's personal name must also appear next to the use of the logo. You must make sure that the logo is not larger than the other logos you use on the material. So if you use a company logo, make sure that it is more prominent.

The CBP logo can be used in one-color (black) or in the original blue and white color style as provided on the CBP Student Access site. Altering the colors or styles of the logos, including changing the aspect ratio is prohibited. Logos cannot be any less than one (1) inch in horizontal length with a least a quarter inch of space all around the logo, and cannot be combined with any other text, logo or object. Also, the logo must never be oriented on its side – it must always read horizontally.

If you do decide to use the logo on any public material, it is also important that you specify that the Certified Business Professional (CBP) logo is a registered trademark of the International Business Training Association (IBTA). A good way to state your CBP credential on a website or resume is to copy and paste directly from the CBP Student Access site.