



The standard for extraordinary
project professionals...

Association for Project Management
Registered Project Professional – **RPP**

Branding Policy



The APM brand

The APM Registered Project Professional brand and logo should be used in conjunction with the APM branding policy, which can be found at apm.org.uk/brand.

Use of APM Registered Project Professional brand and logo

APM members who are currently on the APM Register of Project Professionals are permitted to use the RPP logo and postnominal letters on their personal or business marketing materials as an endorsement of their professional status.

The RPP logo and brand should not be used to endorse or recommend unrelated products and services on behalf of APM or used to accredit a service that is not recognised by APM. The use of the RPP brand on material intended for commercial gain is only possible when specific permission to do so has been sought and obtained from APM.

To ensure elements of the RPP brand are used consistently please follow the guidelines below:

RPP brand name and abbreviation

If the name of the standard is used in full it should be written as **APM Registered Project Professional**. Please ensure that APM is used in front of the name of the standard. When the name of the standard is abbreviated it should be written as **RPP**, without using APM before it.

Writing the standard in full:



DO: APM Registered Project Professional



DON'T: Registered Project Professional

Abbreviating the standard:



DO: RPP



DON'T: APM RPP

If the RPP brand name is being used in a passage of writing, the full name and abbreviation in brackets can be used in the first instance with the abbreviation used thereafter. For example:

APM Registered Project Professional (RPP), the standard for extraordinary project professionals, is now open for applications. RPP is a pan-sector standard for those able to demonstrate the capabilities of a responsible leader, who have the ability to manage a complex project and use appropriate tools, processes and techniques.

RPP logo

The RPP logo supplied with these guidelines can be used on personal or business marketing materials to endorse your professional status, for example, on business cards, email signatures or web pages. The logo should not be used to create RPP documents or marketing materials that haven't been approved by APM. Improper use of the RPP logo could be deemed a breach of the APM Code of Professional Conduct, which could jeopardise RPP status.

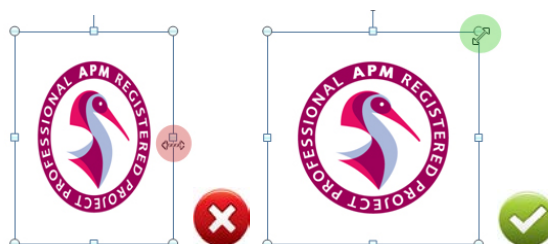
The logo should always be reproduced in the approved colours on a white background surrounded by a certain amount of clear space. This space, known as the exclusion zone, provides the logo with breathing space so it isn't overpowered by other visual elements.



It is recommended that the logo is not reproduced at a size where the text of APM Registered Project Professional, which wraps around the outside, is illegible.



When sizing the logo always use the handles in the corners to make the adjustments to avoid distorting the logo. Do not use the handles positioned halfway along either axis of the logo.



Linking to the APM website

When the RPP logo is used on a website or in electronic media it must link back to the APM website homepage <https://www.apm.org.uk>

Any reference made to either 'APM', 'Association for Project Management', 'APM Registered Project Professional' or 'RPP' in text used for online or electronic media must link back to the APM website homepage <https://www.apm.org.uk>

RPP postnominal letters

The use of letters after an individual's name (postnominal letters) follows a prescribed order. APM postnominal letters should be used after letters denoting decorations or degrees, with the professional designation appearing before letters indicating membership.

The table below shows the RPP postnominal letters that may be used according to membership category:

Membership category	Postnominal letters
Full	RPP MAPM
Fellow	RPP FAPM
Honorary Fellow	RPP HonFAPM

APM encourages members to publicise their designation and membership by including the appropriate letters after their name. For full details on the order of postnominal letters please [visit the Debrett's website](#).

How to obtain the RPP logo

The RPP logo will only be distributed with this policy to APM members who are currently on the APM Register of Project Professionals. No other person or organisation can use the logo unless prior permission is granted by APM.

There is a second 3D version of the RPP logo, displayed on page one, that can be used for high resolution print material. If this is required please contact the APM marketing department below.



Further information

This branding policy is designed to provide APM Registered Project Professionals with the basic tools needed to apply the branding of RPP as an endorsement of their professional status. For further clarification, more information or guidance in applying the RPP branding please contact:

APM marketing department

marketing@apm.org.uk

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