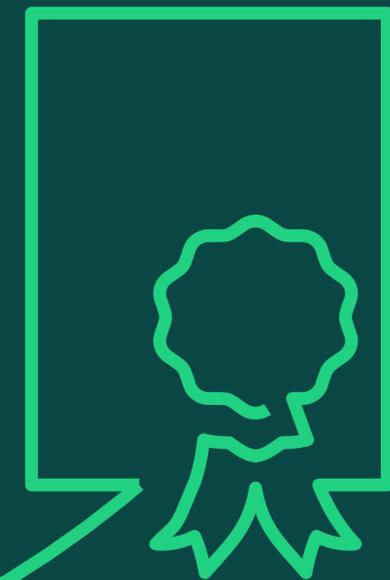


# APM accreditation toolkit



# Welcome

Congratulations on achieving APM accreditation and demonstrating your commitment to the profession.

APM accreditation is a widely recognised mark of quality for organisations, training providers and academic institutions. It offers assurance for those wanting to access the best project management professional development services available.

# Introduction

The APM accreditation branding has been designed to complement our main corporate brand identity, while ensuring it can be easily applied to your own marketing material. This helps the APM accredited signifiers to be easily recognisable so your organisation or course stands out to your audience.

This guide covers how to use your APM accreditation signifier and how to talk about our qualifications, as well as providing metadata best practice for your website.

Every application of your APM accredited signifier must be done in line with this guide to ensure we maintain a strong and consistent identity.

For further clarification or more information please contact [brand@apm.org.uk](mailto:brand@apm.org.uk)



**Please note** these are not the main corporate APM logos, they're signifiers – a logo to represent the different types of APM accreditation.

This email is purely for visual purposes



APM Membership Team  
APM Members News  
To:  
Reply-To:

APM Association for Project Management  
Because when projects succeed, society benefits

Develop your skills  
Stand out from the crowd



### APM Project Management Qualification

Wherever you are in your career, our qualifications grow your skillset, enhance your credentials and give you a competitive edge. As you're building your career, it's never too late to explore our range of internationally-recognised qualifications and standards in project management. We're here to support you every step of the way.



### What's in it for you?

- internationally-recognised qualification
- digital badge to display your career commitment
- you will achieve a broad level of project management knowledge
- improves your chances when applying for new roles



### We set the standards

As the only chartered membership organisation for the project profession, we set the highest standards for the industry. Our robust qualifications and



# Signifier placement

Your APM accreditation signifier should always be surrounded by a pre-determined area of clear space. This area, known as the exclusion zone, provides breathing space for the signifier ensuring it's not overpowered by other visual elements.

No other text or graphics should be placed within the exclusion zone. The minimum clear space is calculated by the width of the 'crown' from the signifier. Where possible the clear space should be increased to provide emphasis.

As the signifier has an Emerald green keyline, it can be placed on virtually any background. When using your signifier in communications, it should ideally be displayed at a minimum size of 85px/30mm wide.

## Signifier exclusion zone



## Recommended size

200px/71mm



## Minimum size

85px/30mm



Signifiers should be used at no smaller than the minimum size of 85px/30mm wide

# Naming conventions

Along with using your APM accredited signifier, you may need to talk about APM or our qualifications. Using the same naming conventions will help the reader know exactly what is being referred to and will remove all elements of doubt. It's best practice to write out names in full the first time they're mentioned. An abbreviation or shortened name can be used thereafter.

## When to use 'APM'

When you need to use our name please try to place emphasis on our acronym by using it first, such as: They're APM: Association for Project Management. However, this format may not always suit what you're writing. If needed you can write our name out in full the first time with APM in brackets at the end: Association for Project Management (APM). You should then use our acronym thereafter, but remember that APM is singular, not plural: APM is, not APM are.

Please don't capitalise 'the' when using it in front of our name in full, unless it's at the start of a sentence. Within a sentence it should be written as 'the Association for Project Management' and not 'The Association for Project Management'. When using our acronym it should always be 'APM' and not 'the APM'.

If character count or space is limited, such as when writing for social media, 'APM' may be used in the first instance.

## Qualification naming convention table

Term (used in the first instance)	Abbreviation (to be used thereafter)
APM Project Fundamentals Qualification	Fundamentals Qualification
APM Project Management Qualification	Management Qualification
APM Project Professional Qualification	Professional Qualification

## Qualification naming convention

When referring to APM qualifications please use the terms in the table on this page. When talking about the APM Project Management Qualification, please ensure there's no reference to IPMA Level D or APMP across your website and materials.

When talking about the APM Project Fundamentals Qualification, please ensure there's no reference to the Introductory Certificate (IC) across your website and materials.

## Examples of qualification naming convention used in text

The APM Project Fundamentals Qualification is a great way to start your project management career.

The APM Project Management Qualification is the ideal next step for anyone holding the Fundamentals Qualification.

APM qualifications are available through selected APM accredited training providers.

There is a whole suite of qualifications available from APM: Association for Project Management.

# Using metadata

As we know, the internet will be the first place most people go to search for information. Metadata provides search engines with vital information about the content of your website to help your webpages display in the search results of potential candidates.

## Meta descriptions and meta titles

Every page on the web should have its own personalised meta title and meta description.

A **meta title** is a major factor in helping search engines understand what webpages are about and it's the first impression many people have of the page. Each webpage should be titled as appropriately and as accurately as possible to increase the chances of better rankings and visibility.

A **meta description** is a snippet of text, which appears in search engine results under the meta title. It describes the content of the webpage. Sometimes, search engines will ignore it completely and pick another piece of website text instead. This'll happen if the original meta description isn't relevant to the user/article or if it's completely missing.

Therefore, we should carefully write our meta descriptions, so that search engines, like Google, pick our crafted ones instead of anything else. According to Google, it's better to leave a meta description blank than to duplicate the same description.

This example shows a meta title in the SERP (Search Engine Results Page)

<https://www.apm.org.uk> ▼

**APM | Chartered Membership Organisation**

APM is the chartered membership organisation that provides membership, qualifications, events and publications for project professionals

This example shows a meta description in the SERP (Search Engine Results Page)

<https://www.apm.org.uk> ▼

**APM | Chartered Membership Organisation**

APM is the chartered membership organisation that provides membership, qualifications, events and publications for project professionals

# Using metadata

## Why duplicating meta titles and descriptions won't benefit ranking

Metadata helps search engines to better understand the content of webpages. Search engines reward uniqueness and other signals associated with added value by ranking the webpages higher up in search results.

If there's more than one page with the **same** meta title or meta description, pages are actually diluting their criteria to be found. This is because all the pages with the same meta title or description are competing with each other in the search. This can be confusing to Google and other search engines, so search engines will only rank the one page which has the longer history highly – as this page is seen as the original. The other pages are seen as duplicates making them less important.

Another reason why search engines filter out duplicate content is because duplicate content slows search engines down in finding the original, more valued, content.

Metadata impacts click-through rates (CTR), so having duplicate metadata that confuses users or search engines will have a negative effect on CTR.

## Best practice tips:

- Use researched, targeted keywords in the meta titles and descriptions to avoid any keyword stuffing or duplications.
- Make sure metadata is relevant to the content on each page; we should never use the same meta description across the whole site or borrow metadata from competitors.
- Metadata should highlight benefits of the content on the page and make users curious and excited about the products/services.
- People like to be told what to do. We have to encourage users to click on pages by showing them the value of the products/services.
- There is a limited number of characters that can be used in both meta title and meta descriptions:
  - **Meta titles** should contain between 50-70 characters (including spaces).
  - **Meta descriptions** should contain 150-180 characters (including spaces).

Keyword stuffing is when someone fills or 'stuffs' a webpage with the same targeted term in hope of ranking that term higher in search engines. For example: unnecessarily repeating the same words or phrases over and over again.

Characters shouldn't be exceeded, otherwise Google will shorten them. To prevent truncation (symbols being used instead of words) in the search results stick to the character limits.

If truncation occurs, the sentence will be incomplete and therefore our audience might have difficulty understanding the content by reading a shortened meta title or meta description.

# Marketing

We have a variety of marketing materials that you can use across your website and social media channels. Materials can be found in our [Accredited Provider folder](#) on Microsoft Teams.

Useful video content and membership page links can be found below.

**Qualification introductory videos:**

[APM Project Fundamentals Qualification](#)

[APM Project Management Qualification](#)

[APM Project Professional Qualification](#)

**Online examination video:**

[How to prepare for an APM online examination](#)

**Useful webpage links:**

[APM membership](#)

[Student membership](#)

[Associate membership](#)

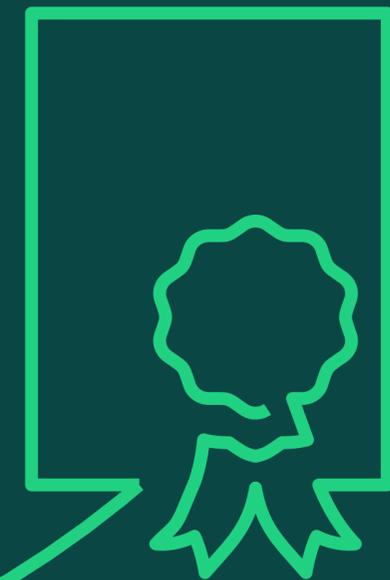
[Full membership](#)

[Chartered Project Professional \(ChPP\) standard](#)

If you need further support accessing your marketing materials, please contact [marketing@apm.org.uk](mailto:marketing@apm.org.uk)



# APM Training Provider Accreditation- Additional New Signifier Support



Congratulations on achieving APM training provider accreditation and demonstrating your commitment to the high standards of learner experience and course delivery that reflect the expectations of those aligned with a chartered organisation.

APM accreditation is a widely recognised mark of quality for organisations, training providers and academic institutions. It offers assurance for those wanting to access the best project management professional development services available.

This guide has been created to offer you the tools and guidance required to support you in maintaining and developing your high standards of delivery.

For further clarification or more information please contact [accreditation@apm.org.uk](mailto:accreditation@apm.org.uk)

# Signifier placement

Your APM accreditation signifier should always be surrounded by a pre-determined area of clear space. This area, known as the exclusion zone, provides breathing space for the signifier ensuring it's not overpowered by other visual elements.

No other text or graphics should be placed within the exclusion zone. The minimum clear space is calculated by the width of the 'crown' from the signifier. Where possible the clear space should be increased to provide emphasis.

As the signifiers have either an Emerald green or Gold keyline, we would advise you not to place the signifier on any colour that is similar to the keyline. When using your signifier in communications, it should ideally be displayed at a minimum size of 85px/30mm wide.

## Signifier exclusion zone



## Recommended size

200px/71mm



## Minimum size

85px/30mm



Signifiers should be used at no smaller than the minimum size of 85px/30mm wide

# Signifier placement

Upon receiving accreditation for one or more of our qualifications, you will have been granted a digital signifier for each qualification via Credly. Your digital signifier holds significant value as a mark of recognition for your clients. We strongly encourage you to download your signifier and prominently display it across your website and marketing materials.

To ensure consistency and preserve the integrity of our brand, please refrain from recreating our digital signifiers, as they are available as ready-to-use artwork.

When incorporating these signifiers in your communications, websites, or marketing materials, it is recommended to display them at a minimum size of 85px/30mm wide. This size ensures optimal visibility and impact.

Please be mindful of the platforms on which you share your signifier. It is essential to limit signifier sharing to your company page, ensuring that candidates are aware of your accreditation for the specific qualification. Please refrain from sharing the digital signifier through personal accounts.



If you find the need to enlarge your signifier, we ask that you make a request with the Accreditation team and we will be able to offer you the signifiers in various formats. Please avoid using the digital signifier from Credly for enlargements, as it may not maintain the desired quality. There also is an option to embed the signifier code into your web page for seamless integration.

Lastly, it is crucial to clearly communicate on your website and collateral the specific qualification(s) for which you have obtained accreditation, ensuring transparency and clarity for potential candidates.

# Naming conventions

Along with using your APM accredited training provider signifier, you will need to talk about your APM accreditation. Using the same naming conventions will help the reader know exactly what is being referred to and will remove all elements of doubt. It's best practice to write out names in full the first time they're mentioned.

Please see the naming convention table on the right.

**Naming convention table - Accredited Training Provider**

Term (used in the only instance)	Definition
APM Project Fundamentals Qualification Accredited Training Provider	An Accredited Training Provider has been accredited after demonstrating their ability to deliver the stated qualification to the standard required by APM. They are assessed annually and have shown a commitment to developing their course delivery, learner experience and other areas.
APM Project Management Qualification Accredited Training Provider	
APM Project Professional Qualification Accredited Training Provider	

**Naming convention table - Gold Accredited Training Provider**

Term (used in the only instance)	Definition
APM Project Fundamentals Qualification Gold Accredited Training Provider	Learners who sit a qualification through a Gold Accredited Training Provider should expect a course or programme centred towards delivering a great experience in an environment that champions the highest standards and maximises opportunities for end assessment success.
APM Project Management Qualification Gold Accredited Training Provider	
APM Project Professional Qualification Gold Accredited Training Provider	

# Positioning your accreditation

We've provided with some examples of copy that you can use to position your accreditation across your website and materials.

## Holders of accreditation

We are [insert name], we hold accreditation from APM (Association for Project Management) for the delivery of [insert qualification]. This demonstrates that we meet the high standards of the profession's chartered organisation and maintain a commitment to our learner's experience and continuous improvement.

## Holders of gold accreditation

We are [insert name], we hold gold accreditation from APM (Association for Project Management) for the [insert qualification]. We've proven to consistently meet the high standards of the profession's chartered organisation and maintain a commitment to our learner's experience and continuous improvement.

## What is an Accredited Training Provider?

An Accredited Training Provider has demonstrated their ability to deliver APM qualification(s) to the required standard set by APM. Learners who sit a qualification through an Accredited Training Provider should expect access to the latest course materials and support from their provider through a course or programme centred towards delivering a good experience that sets them up to succeed in their end assessment.

# Positioning your accreditation

## Chartered Standard

If you provide a service that supports candidates towards becoming a Chartered Project Professional (ChPP), this is unregulated and one that is not recognised by APM. At no point should you make claim (s) that your ChPP service is associated with or included within your accreditation.

Only qualifications that you hold accreditation for should be included in your marketing. You may be requested to remove any content that is misleading or incorrect.

## Do

- Use your digital signifiers (when attained).
- Champion the benefits of your accreditation.
- Include all signifiers that you've achieved in your marketing.

## Don't

- Include ChPP training in any of your APM accreditation related material.
- Include pass rates or fluid figures that may be inaccurate over time.
- Make unsubstantiated claims.





**We are the only chartered membership  
organisation for the project profession**

**Association for Project Management**  
Ibis House, Regent Park, Summerleys Road  
Princes Risborough, Bucks HP27 9LE  
0845 458 1944  
[apm.org.uk](http://apm.org.uk)



Association for Project Management is incorporated  
by Royal Charter RC000890 and a registered charity  
No. 1171112. Principal office as shown.