



DMAP SEAL USAGE REFERENCE GUIDE

Accredited destination organizations are strongly encouraged to use the “DMAP Accredited” seal in appropriate places such as letterhead, business cards, web pages, and in printed/electronic promotional materials.

Accredited destination organizations must not describe their accreditation status in a manner that implies accreditation in areas that are outside of the actual scope of accreditation or for facilities or programs not covered by the accreditation.

The “DMAP accredited” seal shall not be used by applicants in the process of applying for accreditation – only approved organizations may show the seal.

There are no restrictions on the size of the “DMAP accredited” seal, but the seal must maintain its color and form. The symbol may be generated electronically as long as the form and color are maintained.

If used on business cards, the “DMAP accredited” seal should be used in a manner that shows the destination organization is accredited, not the individual person.

Accredited destination organizations should contact Destinations International if there are any questions regarding the appropriate use of the “DMAP accredited” seal.

Accredited destination organizations must immediately cease to utilize printed or electronic materials including the “DMAP accreditation” seal or references to DMAP accreditation upon suspension or termination of accreditation for any reason, including failure to pay required annual fees.

Organizations are encouraged to share their status with local media and stakeholders through a press release; a “DMAP Press Release Shell” is supplied and should be used as a guide for building your own release.

Organizations that lose accreditation due to an involuntary withdrawal or probation are required to publicly notify their stakeholders of this change in accreditation status.

Accredited destination organizations should use the following language when publicly describing their accreditation status (on their web site and in all promotional materials):

The destination organization is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International, 21000 Southbank Street, Ste 106 #330, Potomac Falls, VA 20165 US

Failure to comply with these requirements may result in revocation of accreditation and/or other legal remedies.