

Certified Asset Management Assessor (CAMA) Logo Use Guidelines

Conditions for Use



The Certified Asset Management Assessor (CAMA) Certification is owned by the World Partners in Asset Management (WPiAM). CAMA certification allows you to demonstrate your knowledge on a standardized, international scale.

WPiAM was established in late 2014 by several national not for profit asset management associations. As of 2023, the Partner Organisations of the World Partners in Asset Management include: ABRAMAN; Asset Management Council; GSMR; JAAM; PEMAC; SAAMA; and SMRP. These national non-profit professional associations are working together to enable individuals and organizations to develop, assess and recognize competence in Asset Management, for the benefit of their members and of the asset management community globally.

Permission to use the CAMA logo

The CAMA logo can only be used by current holders of the CAMA Certificate and may be used with the words “Certified Asset Management Assessor for ISO 55001”. Any use of the CAMA logo must be in accordance with requirements below and any recognised standards for ethical marketing and advertising.



Conditions of Use

Current Certificate Holders

In using the CAMA logo and certificate, the Certificant agrees to the following.

"I hereby agree that whilst my certificate of competency is current:

- To comply with the relevant provisions of the certification scheme;*
- To make claims regarding certification only with respect to the scope for which certification has been granted;*
- Not to use the certification in such a manner as to bring the certification body into disrepute, and not to make any statement regarding the certification which the certification body may consider misleading or unauthorised;*
- To discontinue the use of all claims to certification that contains any reference to the certification body or certification upon suspension or withdrawal of certification, and return any certificates issued by the certification body;*
- Not to use the certificate in a misleading manner;*

Further I understand that making inappropriate references to certification or misleading use of certificates and marks or logos in publications, catalogues, etc. will result in the World Partners in Asset Management taking corrective measures, such as:

- The suspension or withdrawal of certification;*
- Publication of the infraction and, if appropriate;*
- Legal action.*

Standards for the use of the CAMA logo

The CAMA logo can only be reproduced from electronic copies available from the World Partners in Asset Management. To preserve the integrity of the logo and maximise its legibility, the following standards apply in all circumstances.

No element of the logo can be altered, moved or changed in any way.

Under no circumstance is the logo to be reproduced in mirror image or be rotated.

Variation in size

The complete CAMA logo may be varied in size but the proportions of the circle/arrows and the words in relation to each other may not be varied.

Clear space

The minimum clear space required around the logo image is 10mm on all sides. No other graphic or text elements may appear within the clear space.

Further information about use of the CAMA logo

For further information, please contact us on info@wpiam.com