

Certification Mark Usage Guide

Congratulations on achieving your SAFe® certification!

This guide helps you build your personal brand as a Certified SAFe® professional, and helps Scaled Agile maintain the brand integrity of the Scaled Agile Professional Certification Program. Please follow these guidelines when preparing resumes, social media profiles, promotional literature, and all other forms of communication.



Certification Acronym

SASM

Certified SAFe® 5 Advanced Scrum Master

Certification Mark

Certification Title

Your certification mark is available as a graphic file in three sizes and can be found in your Certification Kit on the SAFe Community Platform.



You may not alter your certification mark in any way, other than to scale it proportionally to the media and layout in which it is being used.



Your credentials MAY be used with your name

Your certification title may be used professionally in association with your name. For example, "**Jane Smith is a Certified SAFe® 5 Advanced Scrum Master.**" Likewise, the certification acronym (SASM) may be used anywhere your name appears. For example, "**Jane Smith, SASM.**"



Your credentials MAY NOT be used in association with a company

Your certification title, acronym, and mark may not be used in association with a company. For example, you may not put the certification mark, the acronym (eg. "SASM,"), or the title (eg. "Certified SAFe® 5 Advanced Scrum Master") on your company's or client's website unless it directly refers to you personally.

The same applies to company collateral such as slide presentations and brochures, unless it is clear that the certification is associated with you personally. Otherwise, in these forms, it is often unclear as to whether the individual is certified or the company is certified.

Thank you for becoming a Certified SAFe® professional!